



MOAB! Tourism Grant 2022 Round Project See Laduena Application



Section I - Organization Basics & Contact Information

1. Applicant Organization

Name: La Duena Mexican Kitchen

DBA Name: Utah

Utah Entity Number:

Email: laduenamexican@yahoo.com

Phone number: 4353399638

Mailing address:

Physical address: 398 Mill Creek Drive, Moab, Utah 84532

2. Authorized Organization Representative

Name: Garry Heinze

Email:

Phone number:

Mailing address:

3. Applicant Entity Type & Activity

Entity Type: For-Profit and/or LLC

NAICS Code: 7223

Describe your organization's activities and/or services offered below: We have a food trailer serving Authentic Mexican Food. We mostly serve onsite however we can cater small events. We have great reviews and are main customers are locals, which return weekly. We are proud about that and hope to continue to increase our locals as customers.



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Section II - Project Details & Funding Request

1. Funding Request Details

Grant funding request: \$ 4350

Proposed match for grant funding request: \$ 435

Estimated total amount to complete your project: \$ 4785

2. Describe your project:

to market our business and product by using professional websites. Also print advertisements for local magazines, such as Moab Menu, Moab Happenings and etc. Also for slot space with advertisements in hotels and shops.

3. Describe your project implementation and management plan:

I have already contact professional market firms and got information on cost and placement for websites. Work with the Moab copy center to create advertisement brochures and publications as we currently do. Provide pictures and other advertisement material to allow for several drafts as needed to get the best product. I already have a good start on this as we have product menus and advertisement in Moab Menu for 2022. However I feel we can reach more people if we continue as well in 2023. Also set up local radio advertisement as I have already done when we first opened. Antonia (main owner of La Duena) is Mexican and has a great voice to make her own ads on the radio. I feel this will enhance the ads as we are authentic, and with her as the spokeswoman (La Duena means woman owned).

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:



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Antonia Tellez for spokeswomen and prep of all menu items to post on advertisements. Also participate in draft approvals. Tiffany Begay helps with setting the ads and the photographer. Also is very good at proofing the wording on the advertisements. Because we have already been involved with producing advertisements and menus, I feel the 3 of us work together greatly to produce the best ads and menus possible. That's why with this grant we could really expand are coverage and increase sales.

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

Websites to make available are menu, location and reviews. Moab Menu and other local publications for placement local business's. Local radio to reach out the many locals that listen to these stations. Hand out card menu's for customers which will increase customers convenience.

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

Yes and no, we have published ads in Moab Menu in the 2022 edition and also card menus. We have a little website. However these items need to continue with this request as well as add to it as mentioned.

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:

With this improvement to our advertisement and exposure will help with keeping us on the map as our location is on Mill Creek drive and not on the main street. So even when locals and others love our place, they done also remember us as we are off the beaten path. This will increase our sales so we will be able to sustain this



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type of advertisement in the future as well as continued business increase to support additional employees.

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

...after one year: I have confidence this type of promotion will return on investment 10 fold plus in the next year. As I have put a lot of thought into this prior.

...after five years: With the mentioned increase of the first year, I feel in five year we should have a return of investment and service of over 200% at least.

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

Base on current sales from just the small amount of advertising we currently do, I believe my plan will reach larger amounts of varies people. As with the amount of advertising we currently do, we ask current customers how they heard about us. So we get feed back as to what we could do better to get the word out, of are location and our services.

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

No

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: LDM72922



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

This is our first year in business, so far we have reduced our start up cost by over 70%. I feel we could be debit free within 2 years without the assistance of the Grand County grand award. This will allow for the business to hiring additional employees and add days to the schedule.

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

This is our first year in business, so far we have reduced our start up cost by over 70%. I feel we could be debit free within 6 months or less with the assistance of the Grand County grant award. This will allow for the business to hiring additional employees and add days to the schedule.

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:

La Duena mean's women owned, which the main owner is Antonia Tellez (who is a Mexican woman). We also have an employee (also % owner as employee) who is native American and a member of the LGBTQ+ community. We provide card menus and curb service to the disabled and elderly. We will use our project to inform these different



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groups of the services and diversity to all. We are open to all, as just the couple of owners and employees fit into some of these groups. Have and will cater to all.

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:

We focus of locals and returning customers, which in are first six months we have already establish this type of reputation. I believe this fits well within the scope of the community goals.

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

2

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

200

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



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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.

I have read and agree to all the terms listed above

E-Signature – Applicant Organization Representative’s Name: Garry Heinze

Submitted at: 07/31/2022 15:09:40



MOAB! Tourism Grant 2022 Round Applicant Feedback Form



Local Evaluator Feedback

- We're so excited to grant this to you. Keep growing. We love you in our community!
- This application is very clear and well thought out. Though the application states the needs that will be addressed clearly, it would benefit by mentioning perhaps a specific web developer and the media outlets planned for promotion. I'm sure you already have them in mind!

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:

La Duena Mexican Kitchen
398 Mill Creek Dr
Moab, UT 84532

Federal Tax ID: 83-4512549
Legal Status of Contractor: LLC

LA DUENA MEXICAN KITCHEN

Contact Person: Garry Heinze

Title:

Phone #: (435) 339-9638

Email: lauenamexican@yahoo.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 See Laduena for the purposes of marketing via professional websites and local print advertisements.
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 THREE HUNDRED FIFTY dollars (\$4,350.00) 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.