



MOAB! Tourism Grant 2022 Round Project Aerial Yoga Application



Section I - Organization Basics & Contact Information

1. Applicant Organization

Name: Desert Power Yoga

DBA Name: N/A

Utah Entity Number:

Email: desertpoweryoga@gmail.com

Phone number: 3039050062

Mailing address:

Physical address: 420 N 500 W, Moab UT 84532

2. Authorized Organization Representative

Name: Courtney Reese

Email:

Phone number:

Mailing address:

3. Applicant Entity Type & Activity

Entity Type: For-Profit and/or LLC

NAICS Code: 713940

Describe your organization's activities and/or services offered below: Weekly yoga classes, yearly Yoga Teacher Training

Section II - Project Details & Funding Request



MOAB! Tourism Grant 2022 Round Project Aerial Yoga Application



1. Funding Request Details

Grant funding request: \$ 4000

Proposed match for grant funding request: \$ 578

Estimated total amount to complete your project: \$ 4578

2. Describe your project:

Our project includes installing aerial yoga hammocks. The goal of this project is to further increase accessibility to yoga, as yoga hammocks are used as a prop to assist students in getting in to poses they may otherwise not be able to. We regularly donate class passes to local non-profits and believe that donating passes to aerial classes would generate further revenue for these non-profits, as aerial yoga classes tend to cost a bit more to attend.

3. Describe your project implementation and management plan:

The first step of our project implementation included having two of our studio's instructors complete an Aerial Yoga training, which we did in May. This ensures that there are two instructors who may safely teach this class. The next step included creating a list of project supplies and an estimated costs associated with this project. We consulted with our builder, who offered feedback and assisted us in planning the installation of the yoga hammocks. As an established yoga studio, we have been working with the Moab community for two years. We have an email list of all past and current students. We would first advertise our new classes to our current yoga community members. We would utilize other local platforms, such as community boards, the Moab Sun, and the Moab Classifieds Facebook group to expand our marketing.

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

List any key staff members or dedicated individuals, partner organizations,



MOAB! Tourism Grant 2022 Round Project Aerial Yoga Application



and/or groups:

Crystal Bunch (yoga instructor) JoAnn Miller (yoga instructor) Jake Stocking (builder)

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

In order to complete our project, we need at 15 foot ladder, 99 yards of tricot fabric, 4 LVL boards, 9 eyelet screws, 18 steel carabiners with screwing locks, 9 daisy chains, a skilled builder and marketing to inform Moab of our new addition.

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:

If we received the Grand County grant funds to complete this project, we would first purchase the materials needed to complete the building and installation of the aerial hammocks. We would then consult with our builder and begin the installation (estimated to take about one week). Once the hammocks were safely installed, we would then begin planning a Grand Re-Opening of the studio, since we never had one due to opening during COVID. During this Grand Re-Opening we would demonstrate the benefits of yoga hammocks, and offer Q&A. We would market our new addition by advertising on local platforms. Finally, we would reach out to the non-profits we currently work with to create a plan as to how we can use the addition of aerial yoga to generate revenue for them, or support their clients.



MOAB! Tourism Grant 2022 Round Project Aerial Yoga Application



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

...after one year: 18,848

...after five years: 93,240

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

I took the average cost of a drop in class, and multiplied that by the amount of hammocks we will have in the class. I multiplied that number by the number of scheduled classes we would have each week, and then multiplied that number by the number of weeks in a year. I also included and estimate cost for 6 private classes per year.

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: July 29 at 12:20pm

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

Excluding the Grand County grant, we would plan on spending around \$5000 to carry out the Aerial Yoga project. We would likely put these expenses on credit cards and pay them off over time, with the revenue generated from the Aerial Yoga



MOAB! Tourism Grant 2022 Round Project Aerial Yoga Application



classes.

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

If we were to receive the Grand County grant award, we would be able to carry out our new addition more quickly. We would also be debt free after the project installation. This would leave us generating revenue immediately.

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:

Our yoga studio held a Yoga Teacher Training last winter, and plans to hold on each year. During this training we offered a scholarship to a person of a marginalized group, as a means to increase accessibility. Our studio employs members of the LGBTQ+ community, minority races, non-binary individuals, and women. The yoga hammocks will serve as a prop to assist persons with disabilities and make yoga more accessible.

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:

Our project aims to increase access to diverse forms of health and wellness in the Moab community.



MOAB! Tourism Grant 2022 Round Project Aerial Yoga Application



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

9

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

4

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.

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.



MOAB! Tourism Grant 2022 Round Project Aerial Yoga Application



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: Courtney Dare Reese

Submitted at: 07/15/2022 14:12:03



MOAB! Tourism Grant 2022 Round Applicant Feedback Form



Local Evaluator Feedback

- Would love to see how they could involve the community more & treat this as a project and not just as the county paying for a line item upgrade.
- I appreciate the mention of serving disabled and less able-bodied people with these hammocks. I also appreciate existing structures to support marginalized communities (in the form of scholarships for teacher trainings). I'm curious if the strategies in place for NPO partnerships will include ongoing services to marginalized community members wherever possible (Spanish language classes, other support for BIPOC people, etc).
- I'd like to know more about community partnerships. How will this grant, though I know it is a relatively small amount, expand the impact of Desert Power Yoga beyond existing customers?
- Though the application is successful at clearly explaining how it will support locals, the grant stipulates having acknowledgment of responsible recreation. The application would be stronger with a mention of how DPY's promotion strategy aligns with EDD's goals.

Utah Office of Tourism Evaluator Feedback

- I didn't get a good sense of how this business interfaces with Moab visitors. It seems to be a business primarily for residents.

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 Power Yoga
420 N 500 W
Moab, UT 84532

Federal Tax ID: 84-3987903
Legal Status of Contractor: LLC

DESERT POWER YOGA
Contact Person: Courtney Reese

Phone #: (303) 905-0062
Email: courtneyreese yoga@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 Aerial Yoga for the purposes of expanding services to include aerial yoga.
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 dollars (\$4,000.00) 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

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.