



MOAB! Tourism Grant 2022 Round Project CAMS Facelift Application



Section I - Organization Basics & Contact Information

1. Applicant Organization

Name: Clapper Adventures LLC

DBA Name: Clapper Adventures

Utah Entity Number:

Email: evan@clapperadventures.com

Phone number: 4352607066

Mailing address: 630 Palisade Dr, Moab, UT 84532

Physical address: 630 Palisade Dr, Moab, UT 84532

2. Authorized Organization Representative

Name: Chad Heying

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: Clapper Adventures is locally owned and operated by wilderness experts who work, live, and play in the Colorado Plateau. We provide standard trips and custom guided outdoor adventures to include; canyoneering, climbing, hiking, National Park tours, mountain biking, and provisions for camping.



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Section II - Project Details & Funding Request

1. Funding Request Details

Grant funding request: \$ 4981

Proposed match for grant funding request: \$ 535

Estimated total amount to complete your project: \$ 6236

2. Describe your project:

Project CAMS (Clapper Adventures Marketing/Swag) Facelift is intended to achieve increased business revenue through the following:

- Create a framework for researching/acquiring new-to-us marketing sources for tourist who are in Moab
- Utilize local businesses to design and update marketing materials and swag products
- Utilize local businesses for production of products
- Purchasing of marketing/swag products online (when unavailable locally or cost prohibitive) using designs by locals

3. Describe your project implementation and management plan:

The plan is as follows:

Phase 1: Prep Work

- 7/31/22 by Chad - Complete grant application
- 8/20/22 by Chad/Evan- Coordinate with and purchase initial ads from local marketing organizations and social media marketer
- 9/15/22 by Chad- Finish research for marketing/swag products and finalize quotes from local and online businesses



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-9/15/22 by Chad- Complete marketing design work with local company

Phase 2: Purchase Products

-9/16/22 by Chad/Evan- Purchase local and online marketing/swag products

-10/1/22 by Chad/Evan- Distribute rack/post it cards and magnets (pending products delivered)

-Fall 2022 to Fall 2023 by Chad/Evan- Renew local ads per schedule, utilize vehicle magnets and employee hats/uniform patches, re-stock rack cards and magnets, and utilize swag.

Phase 3: Evaluate Effectiveness

- 2022/2023 Chad/Evan will inquire where clients learned of our business, evaluate the techniques used through the project, and adjust strategies going into the 2023/2024 seasons.

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:

Internally- Chad and Evan

Externally- Local Companies- Pipe Dream, Issa Designs, Canyonlands Advertising, The Advertiser

Externally- 4Imprint

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

-Office Hours- Utilized for grant writing, product research, coordination of purchases, distribution of marketing materials, upkeep of the marketing ads

-Funds for purchasing of products and advertisement



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

Yes, we are currently coordinating with local businesses and media advertisers for marketing products. Initial quotes for most marketing materials and products have been done to ensure the viability of the project and costs can be met.

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:

A goal of this project is to increase revenue by utilizing new-to-us advertising opportunities to reach Moab tourists who are already in Moab but have not yet been connected to our business. By acquiring these new clients to our business, business demand should increase. With an increase in profits, more money will become available for further investment in these marketing and swag opportunities. If these initiatives increase our inquiries/bookings significantly, we will need to add additional employees which will result in the ability to provide more bookings, increase profits, and expand our marketing/swag options even more extensively in the future. The hope is to maintain and increase future marketing following this project cycle via our own profits.

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

...after one year: The estimated ROI after 1 year is 501% with an amount invested of \$6236 and amount returned of \$37,500.

...after five years: The estimated ROI after 5 years is 404% with an amount invested of \$37180 (similar investment in marketing each year) and amount returned of



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\$187,500.

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

The reasoning for our investment for our project's returns was based on an online calculator with reviews from the owner. The calculations are based on an addition of 75 guided days at an average of \$500. Calculations were also done to achieve a 2:1 vs 10:1 ROI ratios. The 5:1 appeared to be most realistic with the current market and staffing. There is potential for an increased ROI with even more demand and increased staffing. The 5 year is based on similar metrics with consistent investment.

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: CA72222
2. Describe your organization's financial outlook for the next year, EXCLUDING any potential Grand County grant award:

The projected financials for the next year for sales is \$73,000 with the current and expected guide/tourism capacities. This financial projection is based on historical data and current date from our financial services.



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

With the MOAB Tourism grant marketing programs, we are projecting an increase of our sales to \$110,500. This is based on our ROI from the returns section above. That sales increase is based on an additional 75 guided days at an average sale of \$500. This potential can be met with current staffing and is very feasible within the calendar year. As demand increases this has potential to increase even more with an increase in staffing. With more demand, we will increase our staffing and therefore increase our overall capacities and sales. This only includes the MOAB Grant. This does not include the STAR grant.

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:

Clapper Adventures currently employs some underserved/minority populations (women) on a part-time basis. Our services are open to any paying customer, so we have provided our services to these populations who have purchased our trips. Otherwise we do not specifically engage with these groups. Increasing our staff size will increase the opportunity to provide more work to and the ability to hire from these groups. Our STAR Grant project has potential for more service to these populations.



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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 aligns with community goals by providing an educational service to tourists who are visiting Grand County. We are providing natural and historical education to all tours and educate on how to best interact with these areas to ensure minimal impact and preservation of our resources.

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

1.5

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

52

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.

There are two identified conflicts of interest identified for this grant.

The first is the Clapper Adventures owner, Evan Clapper, is a County Commissioner for Grand County. To reduce this conflict of interest, Chad Heying (Clapper Adventures guide/employee) has been the Clapper Adventures representative who has created the ideas, budget, and application materials for this grant application. Evan's involvement in this application has been limited to specific requests from Chad for financial information and review of



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the budget to ensure it aligns with Clapper Adventures goals.

The second potential conflict is that Chad is a Grand County Search and Rescue Trainee. As of this application, he is not a full member and therefore not a county employee. Due to this volunteer service, there may be folks on the evaluation committee with personal connections to Chad.

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.

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



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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: Chad Heying

Submitted at: 07/30/2022 20:40:58



MOAB! Tourism Grant 2022 Round Applicant Feedback Form



Evaluator Feedback

- Prepare and expect a bit of upset public feedback as this is benefitting a county commissioner's business.
- Very clear project plan and application. I appreciate the amount of effort taken to get accurate projections for growth and ROI. My two critiques are minor: firstly, I think it would serve the business to use language like "collaborate," "partner," or "work with," rather than "utilize" when communicating about hiring and subcontracting local businesses and freelancers. Very minor! But it will build an image of community-centered intentions for the biz.
- The other area where I can see improvement is in the DEI section. Though the services are "open to all customers," I would have liked to see some specific examples of how an expanded staff could better serve disabled people, non-English speakers, and queer individuals who might not have access to (or not feel empowered to access) the outdoors due to discrimination and marginalization. You have the groundwork laid for addressing these, just a few more sentences with specificity would show your consideration and intention.

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:

Clapper Adventures LLC
630 Palisade Dr
Moab, UT 84532

Federal Tax ID: 81-5446062
Legal Status of Contractor: LLC

CLAPPER ADVENTURES LLC
Contact Person: Chad Heying

Phone #: (661) 839-3338
Email: caheyng@gmail.com

COUNTY
Contact Person: Ben Alter
Title: Economic Development Specialist
Phone #: (435) 259-1372
Email: balter@grandcountyyutah.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 CAMS Facelift for the purposes of creating a framework for researching/acquiring marketing sources and purchasing marketing materials.
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 NINE HUNDRED EIGHTY ONE dollars (\$4,981.00) 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

Jacques Hadler
Chair, Grand County Commission

Date:

Gabriel Woytek
Grand County Clerk/Auditor

Date:

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.