



County Economic Opportunity Board

May 01, 2025

3:30 p.m.

<47 South Main, Council Chambers (3rd floor)>

1. Welcome & Roll Call

Notice Regarding Recording: Please note that due to a technical issue with the recording equipment, portions of this meeting were not captured. As a result, some content in these minutes may be incomplete or missing.

The meeting was called to order. The following board members were in attendance: Craig Smith, Brittany Lopez, Tyson Hamilton, Stephanie Bagwell and John Perez. Also in attendance were Ryan Englund, Better City, and Daniel Royal, Governor's Office of Economic Opportunity.

2. Meeting Minutes

1. Meeting Minutes from the March 20, 2025 Meeting

MOTION AND VOTE

3. Grants

1. Small Business Grant Application Review

Reviewing the grant applications and recommending funding to the Council for the following businesses:

- Hive Therapeutic Childcare
- GEO Tech Business and Trading Post
- Elara Dancewear
- HOSMA Safety Group
- World Store Group
- Curby Bros
- Utah Independent Living Center
- Run LLC
- KCM Cable and Manufacturing

- WLW Inc
- Tier 1 Kinetics
- Cami Shaskin, Violin Studio
- Otters and Others Zoo and Conservation
- Christian's Draft Ines and Maintenance, LLC
- Filthy Clean LLC DBA Oxi Fresh Carpet Cleaning
- Pulse Pack LLC
- AAM Esthetics
- Sunset Counseling Services, LLC
- Bri's Sandbox
- Coffee Barn LLC
- Erda Industrial Concepts LLC
- Simply You Salons HQ LLC DBA Head Quarters Salson
- Greco Art
- Dimitri's Cafe
- CT&C Fab LLC
- The Furniture Kartel
- Kleen N Green Car Wash
- Progression for Life Solutions LLC DBA Progression for Life
- Elgon Nuts LLC
- Jensen Family Landscape
- Wired Hive
- Jane Lorraine Co

The board reviewed the small business grants and made the following recommendations to the County Council:

CT&C Fab LLC	launch a retail space within our existing welding fabrication facility, providing local access to essential welding supplies.	\$10,000
Erda Industrial Concepts LLC	To help bring utilities to the new building	\$10,000
Tier 1 Kinetics	Create a professional showroom and install high-impact signage to attract walk-in traffic and establish brand presence. Stock high-demand accessories (optics, eyewear, tactical gear)	\$10,000
KCM Cable and Manufacturing LLC	acquire 2 pieces of equipment to expand our capabilities and it will also help prepare an area of the building to accommodate more production equipment	\$10,000
Elgon Nuts LLC	To help with electrical cost for setting up new location.	\$8,317
Coffee Barn	construction project costs, to finish our tenant build out in the space we have leased out.	\$ 0
Jensen Family Landscape LLC	To purchase a truck to expand fleet and add additional employees	\$ 0
The Furniture Kartel	to establish a dedicated retail space in Tooele County and provide funding for marketing	\$ 0
Filthy Clean LLC	Fund to purchase additional service vehicle, equipment and marketing tools.	\$ 0
Run LLC	grant would help with increased advertising	\$ 0
WLW INC	We intend to utilize the allocated grant funds to acquire a chain-link fence hog attachment, or a Stretch -N-Go fencing attachment for a skid steer.	\$ 0
Sunset Counseling Services LLC	compressive marketing strategy to increase visibility and reach more residents. (marketing group and google ads	\$ 0
AAM Esthetics	Work space expansion doubling treatment rooms and equipment along with advertising	\$ 0
Curb Bros	equipment and advertising	\$ 0
Bri's Sandbox	Renovation, flooring, exterior refresh, advertising.	\$ 0
Progression for life Solutions LLC	marketing (\$5,000), Office equipment (\$2,500), work space upgrades(\$2,500) and training(\$2,500)	\$ 0
Kleen N Green Car Wash	To replace older or malfunctioning equipment with newer, more efficient models, computers, software.	\$ 0
Christians Draft lines Maintenance LLC	hire an employee by fully equipping them with the tools needed to be a "Draft Beer Technician" and the best training in the industry	\$ 0

Pulse Pack	Grant will help with production cost	\$ 0
Dimitris	Update interior furnishings, flooring, lighting and seating, along with an advertising blitz	\$ 0
Simply You Salons HQ LLC	Marketing with the new outdoor signage, website updates and education through the apprenticeship.	\$ 0
Greco Art	\$1,000 for supplies and \$4500 once in a lifetime opportunity to have work placed in an art gallery in Europe.	\$ 0
GEO	Software cost, laptop, office material, uniforms, projector	\$ 0
Cami Shaskin Violin Studio	Expand my teaching skills to an online customer base. My time is growing more limited, with young children at home and an expanding performing schedule.	\$ 0
World Store Group	Hiring, Marketing, expand workspace	\$ 0
Wire Hive	To purchase equipment to help expand inventory to hold workshops and grow inventory to put in local shops.	\$ 0
Elara Dancewear	Expand inventory of dance shoes	\$ 0
Ottes and Others	Facility Improvements and visitor experiences and ADA pathways	\$ 0
Hive Therapeutic Childcare	hire 4 staff, training and materials, purchase a vehicle to transport therapy kids	\$ 0
Utah Independent Living Center	New front signage to raise public profile and increase foot traffic	\$ 0
Andres Herrera	Training Materials and equipment, Instructor Certification, Marketing Outreach, Facility rental and set up, Online training and subsidized or free training	\$ 0

4. Review Upcoming Grants , Ryan Englund

Discussion and review of grants for next year:

- GEO Rural County Grant, \$200,000, no match required.
- GEO Rural Communities Opportunity Grant, up to \$600,000 grant, 40% match-total project up to \$1,000,000.
- Utah Office of Tourism Co-Op Marketing Grant, up to \$250,000, 50% match-total project up to \$500,000.

Ryan stated there are 4 grants we need to talk about.

- Rural County Grant: This funds the small business grant program. We need to submit our report for it. The report opens May 15th and closes June 30th. When the small business grant awards are approved by the Council, we need to report who we're giving the money to.
- The Rural Communities Opportunity Grant opens on July 1st and closes August 30th (for the intent to apply). The formal application opens September 15th which is \$600,000 maximum with a 40% match. We applied for it for Midvalley Logistics Center but were not awarded. Between now and the next meeting, the board needs to think about what to apply for. It can be used for business recruitment, development and expansion, workforce training and development, or infrastructure.
- The Utah Office of Tourism gave us an EDA grant of \$50,000. That was finished on February 19th, but the Council has not reviewed it.

Brittany stated that the project has been finished, and we have paid Victus Advisors. We need to set up a time for Victus to come present to Council, so the Council can adopt the plan.

Ryan stated that we have to report on that biannually. The state has accepted the first two reports. We will send a final report once that's done. This was for the Need for Speed feasibility study and having "speed" be the county's marketing tagline. Their recommendation was that we need to start bringing in some NASCAR events and focus on bringing in a multi-day air show. Also holding some events at the Bonneville Salt Flats. I would add the Wendover Airport to that recommendation.

There was discussion about the return on investment for the airport if the participants and spectators all stay in Wendover, Nevada.

- Ryan stated that there is a Utah Office of Tourism Co-op grant that is 50/50, up to \$250,000. If we wanted to push on the Need for Speed campaign, the recommendation from Victus was a \$350,000 year-one budget. If the County could come up with half of that, we could put out a good campaign, but that depends on the plan.

John stated we are working with an engineer for concept designs for the business park. There could be some potential projects (for the Rural Communities Grant) there.

5. Adjournment

THE FOREGOING MINUTES ARE APPROVED:



Craig Smith, CEO Board Chairman