

*Red Flower Studios: Park City Municipality Grant Application*

February 7, 2018  
Jonathan Weidenhamer  
Economic Development Manager  
Park City Municipal Corporation

Dear Mr. Weidenhamer,

It is an honor to deliver Red Flowers Studios' proposal for the Park City Economic Development Fund Grant. We look forward to establishing our artistic presence in the city limits of Park City. We are requesting \$20,000 in New Business Start-up Assistance. This grant will alleviate the cost of our major glass blowing equipment, cover renovations to the building to install equipment, market and promote our business, and order some remaining tools and supplies. This will help us reach our goal of opening in early 2018.

Thank you for your consideration of our application. If you have any further questions please feel free to contact Micah Goddard (435) 901-0484 or Daniel Bell (218) 341-4335.

Kind Regards,

Micah Goddard,  
Co-Founder  
micahgoddard@redflowerstudios.com

## **Red Flower Studios**



To paraphrase Rudyard Kipling when we say Red Flower, we mean “FIRE... Every beast lives in deathly fear of it.” We aim to harness that fear and give the opportunity to conquer it and embrace it through the experience of playing with it.”

Red Flower Studios is a collection of artist focusing primarily on the medium of glass blowing. One of the main components of our business is public participation. We will give the community a unique experience to come into our studio and work hands on with us to make their own one-of-a-kind piece of glass art. Daniel Bell, our lead glassblower, has been working with glass for 10 years. He attended the Appalachian Center for Crafts at Tennessee Tech University, majoring in glassblowing. Daniel has been a resident of Park City for 14 years. Micah Goddard is a steel sculpture artist who was born and raised in Park City. Both Daniel and Micah are lifelong creators with skills in many artistic mediums. Micah has been Daniel’s glass blowing assistant for five years.

#1

Red Flowers Studios' goals align with the future development plan of Park City. We intend to bring the community together through art, education, space renovation, and collaboration with local business. We plan to bolster and reinforce the ever-growing and flourishing atmosphere of Park City through:

- Public Participation in Local Arts
- Weekly Educational Classes and School Field Trips
- Renovation of the Iron Horse District
- Collaborating with Local Business and Community Events

#2

We have signed a two-year lease with Mary Wintzer and open for business in the Iron Horse District. We are committed to being a staple in the Park City community and providing an experience that residents and tourists will not find in any other mountain town.

#3

We plan to have multiple ways of reaching into the surrounding community, aside from our day-to-day operations. We have been talking with local chefs to collaborate in our large group events where we will combine an interactive experience for dining and glass blowing. In these events, we will provide an all-encompassing experience of locally crafted food and art.

We have a strong drive to give back to the youth in Park City, and to give young Parkites the opportunity to try a new and exciting art form. We believe that cultivating curiosity and creativity is a critical part of developing young people to becoming an interactive part of our culture. We will be able to facilitate class fieldtrips to our facility where students can observe and interact with glassblowing techniques. In accordance with our Phase #2 goals, we will accommodate the nearby schools with our mobile stage set up (slated for operation in Spring/Summer 2018).

#4

- Our unique experience we are providing to the community will add a great deal of vibrancy and vitality to the community, especially during our larger scale events that give members of the community a place to collaborate.
- In many studios, shards of glass end up in the dumpster. In contrast, we have perfected a technique in which we melt the shards down and make mold castings. This will significantly cut down our waste. We also plan on using solar power for our mobile trailer.
- By remaining steadfast to our business plan, we will run a sustainable business model.

- We thrive on the idea that art should be available for all to interact with and enjoy. By holding to this value, we can deliver an unforgettable experience for all budgets.
- We both share a deep love for Park City, and Micah has watched this town grow and change over the years. We are so blessed to be able to add our dream to the collective vision and fire of Park City, Utah!

#5

Allocation of funds	
<b>Building</b>	
Studio renovations (gas/electrical)	\$2,500
<b>Shop Supplies</b>	
Glass Blowing Furnace (offset)	\$8,000
Pallet of glass	\$2,500
Annealers (kiln)	\$5,000
Assorted glassblowing tools	\$1,000
<b>Marketing/ Advertising</b>	
Promotional Advertising	\$ 600
Business cards/ Brochures	\$ 400
<b>Total</b>	<b>\$20,000</b>

- We have private investors that have helped support the purchase of our furnace. This grant money will help offset our large equipment and start up costs of opening our doors in late January 2018.
- Financial plan: Starting small with steady measurable growth, we can grow into our full potential (please refer to The Red Flower Goals sheet below).

#6

Red Flowers Studios' model is at the forefront of interfacing with the public. In doing so, we plan on pulling from the local community but also the surrounding areas (Heber, Kamas, Salt Lake City, and Utah county) in order to give people an exciting reason to choose to come to Park City. This will bring additional business to Park City's merchants. Specifically, the restaurant and hospitality companies will see the most additional revenue subsequently from us being established in the community.

- We are expecting 25%-35% of the business we do for date nights will come from outside of the greater Park City area.

### **Value Proposition of Date Night Potential**

Per Day	Days per Week		Dates	Total People
7	X	5	= 35 couples	= 70 people
People/Week	Weeks Open/ Year		People/ Year	
70	X	45	=	3,150
People/year	Dining@\$15/person		Dining@\$100/person	
3,150	=	\$47,250	=	\$315,000

#7

We are a small business that plans to grow into having additional full-time employees, and part-time guest artists. We will also diversify the local economy with our dinner and glass events. As we work together with local chefs, restaurants, and their catering staff, this endeavor we will create a symbiotic relationship with the other members of our community.





## ***Red Flower Studios Goals***

### Phase I: 2018 (12 months)

- **Winter:** January open studio, date nights for locals/ visitors, private dinners parties with local chefs, establish event space.
- **Spring:** Build mobile stage trailer
- **Summer:** Mobile presence in Park City; Park Silly, Arts festival, Savor the Summit
- **Fall:** schools; PCHS, TMJH, EHMS, McPolin, Parleys Park, Jeremy, Trailside

### Phase II: 2019-2020 (24 month)

- Increase Employee Amount:
  - Additional glass blowers
  - Full-time photographer
- Ramp Up Production of Products

### Phase III: 2020-2021 (3-5 years)

- Purchase second furnace for studio in order to double our production for both in-house production and date nights as well as go offsite for events with the mobile trailer.