



## KC-2

ARP Application - Kanawha County

**Status:** Active

**Date Created:** Aug 5, 2021

### Applicant

Stephen Frame  
rprather@aomc.mx  
2947 Fairlawn Ave  
Charleston, WV 25064  
3045506351

### Certification

#### Digital Signature

Stephen W Frame  
08/05/2021

### Contact Information

#### Organization Name

The Pitch LLC

#### Address

2947 Fairlawn Avenue

#### Website (if applicable)

<https://www.thepitchwv.com/>

#### Phone Number

3045506351

#### Email Address

rprather@aomc.mx

### Project Summary

#### 1. Brief description of the proposal

We are a local West Virginia business who in the last year has experienced the strain of COVID-19. We are a very popular WV eatery that has enjoyed a lot of support from the local community. We employ nearly twenty individuals as well as offering great food options to the Shawnee Sports Complex. Our proposal for this application is to use the money granted from this program to help

sustain our operations. This is especially important since it seems COVID-19 variants are on the rise and could impact tourism and sports travel yet again, which our business heavily relies on.

**2. Purpose and key anticipated outcomes**

Our anticipated outcomes we hope are to continue to be able to provide our local clients with a great place to bring their friends and family to dine. As well as provide a great local option for dining to out of state travelers brought to the Mountain State via tournaments etc. at the Shawnee Sports Complex.

**3. Individuals or communities served**

Our employees are the first group we are directly concerned about. We want to be able to continue to provide them with meaningful work and above market wages for the excellent services they provide our guests. Our restaurant provides a great local option for dining to several communities including Dunbar, Cross Lanes, Charleston, and St. Albans.

**4. How the COVID-19 pandemic has necessitated this request**

It is no secret that the restaurant industry has been heavily impacted by COVID-19. We opened in the midst of the pandemic during June of 2020 and it has been an ongoing struggle to maintain solvency throughout this crisis. We are a new local business as well. So our eligibility for other Federal programs like PPP have been unapproachable.

**5. Amount of funding requested**

108,500

**6. Amount of any bids or cost estimates received to date, if applicable**

0

**7a. Amount of matching funds raised or committed by your organization**

0

**7b. Source of matching funds raised or committed by your organization**

0

**8. How ARP funds, if awarded, will be used**

The ARP funds if they are awarded to us will be used to sustain our operations through what looks like the next wave of COVID. Further, it will be used to satisfy our vendors and other debtors to allow us to continue operations.

**9. How long it will take you to complete the project if awarded funding**

Operations are ongoing now.

**Proposal Details**

**1. Please describe the problem or need which your project seeks to address**

West Virginia needs to maintain a local eatery scene. Our restaurant is owned and operated by life long residence of the Mountain State. We serve our local customers and offer a fun and engaging environment for all families to enjoy. Our business is exactly what West Virginia needs and for

something like COVID to endanger, that is not ideal for us as business owners or for the local community who needs the jobs and services that we provide.

**2. Please describe goals and expected outcomes of your proposal.**

Our goals we expect to realize is the ongoing viability of a great locally owned restaurant for members of the community to enjoy and maintaining good paying jobs.

**3. Please provide your project timeline**

Operations are ongoing.

**4. Please provide your project's total proposed budget.**

108,500.00

**5. Please list any partners in this proposal, and the partner's role and your relationship with them.**

Stephen Frame - (Me) - GM & Partner - Paul Smith - Chef & Partner - Trey Frame (Partner)

**6. Please describe your plan for sustainability of the project or initiative after the grant award has been exhausted.**

We expect that if we receive these funds we will be able to endure the ongoing COVID concerns and return the business to solvency. As people feel more comfortable going to public places like restaurants we believe that we will be able at that point to return to sustainable operations.

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**Organization Information**

**1. Please provide your organization's mission statement.**

Our mission statement revolves around our purpose in ensuring that all people who come to our restaurant feel welcome and engaged in the environment.

**2. Describe the history of your organization, tell us about your current programs and activities**

Our organization began operations in 2020.

**3. Please describe three significant accomplishments of your organization.**

1. We created a unique upscale Sports Bar to complement the beautiful Shawnee Sports Complex.
2. Providing a fun family atmosphere for locals and tourists alike.
3. Creating and keeping good paying jobs while battling the pandemic.

**4. Please list your Owner(s), Board of Directors, senior staff members, or other key members of your organization:**

Trey Frame (Partner) - Stephen Frame (Partner) - Paul Smith (Partner)

**5. Please list the staff involved with this project and describe their roles and responsibilities:**

The management of these funds will fall to the partners listed above who oversee the day to day operations and financial sustainability of the business.

**Cash flow statement for applicant's most recent fiscal year**

 StatementofCashFlows.pdf

Uploaded by Stephen Frame on Aug 5, 2021 at 7:12 pm



## Two years of audited financial statements

 ProfitandLoss.pdf


Uploaded by Stephen Frame on Aug 5, 2021 at 7:12 pm

## Current operating budget



Uploaded by ... on

## If the applicant has not been audited, please include an unaudited balance sheet and income statement as prepared by the applicant

 BalanceSheet.pdf

Uploaded by Stephen Frame on Aug 5, 2021 at 7:11 pm

## 7. List any federal, state, local or private grant awards or funding received in the last three years and the current status of those funds. If your organization has previously received funds from Kanawha County, please list the amount, nature of the project(s) and current status of the funding and project(s).

We did apply for the restaurant revitalization grant program. However, the program ran out of money prior to us being able to be awarded those funds. Our funding request for this grant was based on the formula used to determine the award amount for the Restaurant Revitalization Fund. Essentially because our operations began in mid 2020 we are limited on historical data. However, the SBA portal for the RRF did calculate the award amount of \$108,500 for our restaurant prior to its closure by the SBA.

## 8. If you have made an application for funding for this project from other sources (city, state, private or non-profit organizations) please list the same here.

NA

## Impact of the COVID-19 Pandemic

### 1. Please explain the impact of the COVID-19 pandemic and how it relates to your request.

COVID-19 looms large in why this funding is so essential. COVID has restricted travel for many and has reduced the amount of sporting events held in the course of the past year. Our key premise when this business was conceptualized was being able to provide food services for those individuals attending the Shawnee Sports Complex. This however, has not come to fruition yet as many events have been cancelled or postponed due to social distancing or travel restrictions.

### 2. How will ARP funding, if awarded, aid in the recovery from the COVID-19 pandemic?

It will aid us in recovering from the pandemic by being able to satisfy our current vendor and debt obligations that we have sustained due to reduced customer traffic from COVID.

### 3. Are you requesting lost revenue due to COVID-19

Yes

### If yes, please explain

We know that if COVID had not been ongoing for our first year of operations our current financial situation would not have occurred. As a new business we have been able so far to endure the storm. However, with new concerns arising surrounding COVID and its heightened spreading it is

becoming apparent that again we will experience reduced revenue from lack of events etc. taking place in our immediate vicinity.

**Upload supporting documentation for revenue loss**



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**Supplementary Information**

**1. Please enter contact information (name, email, and phone) for at least one third-party reference.**

Richard R. Prather - M.S. - Controller - (rprather@aomc.mx) (304-550-6351)

**2. Please include any supplementary information or documentation (such as letters of support, newspaper articles, etc) which you feel will be essential to the County's review.**



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**History**

<b>Date</b>	<b>Activity</b>
Aug 5, 2021 at 6:46 pm	Stephen Frame started a draft of Record KC-2
Aug 5, 2021 at 8:55 pm	Stephen Frame submitted Record KC-2
Aug 5, 2021 at 8:55 pm	changed the deadline to Aug 07, 2021 on approval step Application Review on Record KC-2