State of West Virginia

09/01/2021

KC-26

ARP Application - Kanawha County

Status: Active

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Applicant

AnneMarie Haddy
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Charleston, WV 25311
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Certification

Digital Signature

Anne Marie Haddy
08/11/2021

Contact Information

Organization Name

Outta Time eXcape rooms

Address

1422 Washington St. E.

Website (if applicable)

www.outtatimeexcape.com

Phone Number

6812653714

Email Address

outtatimeexcape@gmail.com

Project Summary

1. Brief description of the proposal

Revenue loss replacement and building improvements

2. Purpose and key anticipated outcomes

Create and sustain full time good paying jobs, complete additional services and attractions, neighborhood outreach and clean up, provide a safer environment in this neighborhood.

3. Individuals or communties served

Charleston and Greater Kanawha Valley

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

We have been shuttered since March of 2020, as mandated by the government. We have been unable to reopen because of no incoming revenue streams. All lost revenue would have helped complete our attractions. We need help to reopen and replace the revenue streams lost over the last 18 months, so that we can complete our mission and open fully.

5. Amount of funding requested

75,000

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

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

75,000

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

Personal funds/business credit.

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

ARP funds will be used immediately to hire 2 full-time employees, 3 part time, (quickly growing to 5 full time and 3 part time) and finish the rest of the attractions in the building. Bright Exterior lighting and signage will also be installed to provide a safer environment on the stretch of Washington Street between Ruffner Avenue and Beauregard Street.

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

One year

Proposal Details

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

The problem is that we were forced to close after only 16 months of stable and improving business operations. As a new business, this situation was crushing to our roll-out of our different attractions. We would rectify this dynamic immediately with this funding.

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

We will be finishing the last four attraction rooms which when added to our existing two attraction rooms will give us six fully-functional attraction rooms. We will be adding exterior lighting and signage, this will help clean up and make safer this part of town but also generate more foot traffic on Washington Street that would not be coming from the surrounding neighborhood. These people will also patronize other businesses on the street because of the fact we are here.

3. Please provide your project timeline

Less than one year. We have never stopped working, We have been using personal funds the entire time of the Pandemic Shutdown to try and reconfigure the entire experience to be CONTACT FREE. We have used much of this money to update Covid-19 sanitization protocols and rework the entire framework so people can come and feel safe from Covid while they are here.

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

$150,000.00

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

John Haddy, owner of the building housing the attraction is our Uncle. Robert Haddy, is co-owner and artistic lead on all designs and attractions related to the facility.

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

If all these attractions are completed with the assistance of this funding, we will be able to sustain our business going forward as a family entertainment venue of this type which are sorely lacking in this area. People are literally waiting on us to reopen, we just need some assistance in replacing the funding sources (Attraction Fees) which were lost during the Pandemic Shutdown to provide us with the necessary capital to complete the venue.

Organization Information

1. Please provide your organization's mission statement.

To provide a challenging and fun environment that is safe for families and friends to congregate at.

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

Outta Time eXcape Rooms was born out of the mind of Robert Haddy. Not a haunted house, and not really an "escape room", Outta Time has what we like to call "Adventure Rooms" We send our patrons on a mission into the past to retrieve lost artifacts. It is all in good fun and is designed to make you feel like you are experiencing a mystery movie in real time, but you are the star! Escape rooms are a $2 Billon a year business. And, they are just as popular here in Kanawha County, WV as anywhere else in America. We provide a fun evening of entertainment at an affordable price for families and friends, young and old alike. Please take the opportunity and visit our website for more information on our quirky and unique attractions. We will soon be adding a "Smash Room" experience to our offerings.

3. Please describe three significant accomplishments of your organization.

We believe that we have helped to clean up this neighborhood quite a bit since moving in. We still have quite a long way to go, acquiring this funding would help immensely where that is concerned. We have also worked with Main Streets every year since our opening to provide space for their "Art Mares" art show event. This is a free to all art gallery night. We are planning to do more of these throughout the year and not just Halloween. We strive to constantly provide a safe, fun, and creative experience for the residents of this area by changing how people see escape rooms in general, moving away from inadequate impersonal experiences to an immersive performance art piece that is reliant on the customer to bring it to life completely. We do this by going the extra mile in every aspect of the creation of the experience incorporating Hollywood level set designs,

imaginative games and puzzles, all presented with puppetry and in-character improv actors throughout. This attention to detail provides a very immersive, personal, and unique experience that is not typical of most "escape rooms" currently in operation.

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

Anne Marie Haddy and Robert Haddy (sister and brother)

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

Robert Haddy - Co-Owner and Designer Lead
Anne Maire Haddy - Co-Owner and Chief Financial Officer
Utilizing these funds, additional staff will be hired immediately to complete the project.

Cash flow statement for applicant's most recent fiscal year

Uploaded by ... on

Two years of audited financial statements

Uploaded by ... on

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

pdf Financial Data_2020.pdf
Uploaded by AnneMarie Haddy on Aug 20, 2021 at 3:35 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).

EDIL Loan from U.S. Small Business Administration - $8,500

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.

City of Charleston-exterior lighting ONLY.

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 has completely shuttered our business. We have been unable to operate for more than an entire year and have yet to re-open. We are trying to get open before the end of August 2021, but need help to hire people and finish the attractions we had planned to have operating by this point in time. We have not been able to get any loans from any banks because we showed no revenue since 2019. These records can be made available at request.

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

This would mean everything to help save this business, one that we feel is sorely needed not only in this neighborhood but in the City of Charleston and Greater Kanawha Valley, as well. A great deal of personal funding has already been provided and was utilized for a complete retooling and overhaul of the original experience to create a safe "COVID/CONTACT FREE" environment within the last year, but more needs to be completed. Current attitudes towards vaccinations are ensuring that Covid will be around much longer than we want it to be. This was a huge personal expense, yet a necessity to be able to offer this safe environment to our customers. Additionally, once life has finally rebounded back toward "normalcy", Charleston will still be sorely lacking in tourist-type places that travelers expect to see when they visit new places. The newly remodeled Convention Center will be bringing an influx of out of state traffic to our area at that point, and Charleston will need attractive, unique, and fun experiences like ours, in order to remain competitive in that market.

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

Yes

If yes, please explain

We have not been in operation since March of 2019, due to the mandate that we shut our doors. Once the ability to reopen for operations was given to us, there was no revenue to hire the help we needed to reopen or operate for even a week. The figure we are asking for is based on the first 16 months figures accounting for the moderate growth in revenue streams which we are confident we would have naturally experienced over the last 18 months under the assumption we would have met our opening goals with by finishing 6 completed attractions on site.

Upload supporting documentation for revenue loss

Uploaded by ... on

Supplementary Information

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

Doug Skaff Jr., - (304) 549-2171, Jacqueline Stump- (304) 382-6925, Jeff Pierson- (304) 541-9284, Rick Mogielski (304) 419-0849

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.

pdf Articles of Interest about Outta Time and RJ Haddy.pdf
Uploaded by AnneMarie Haddy on Aug 29, 2021 at 1:17 pm

Attachments

pdf Project timeline ARP application.pdf
Uploaded by AnneMarie Haddy on Aug 29, 2021 at 1:39 pm