



## KC-53

ARP Application - Kanawha County

**Status:** Active

**Date Created:** Oct 3, 2021

### Applicant

Tabitha Lincoln  
tabintrini@yahoo.com  
715 Westmoreland Dr  
Charleston , West Virginia 25302  
304-989-4651

### Certification

#### Digital Signature

Tabitha Lincoln  
09/26/2021

### Contact Information

#### Organization Name

Tabitha's Salon and Tanning

#### Address

1825 Bigley Ave

#### Website (if applicable)

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#### Phone Number

304-989-4651

#### Email Address

Tabintrini@yahoo.com

### Project Summary

#### 1. Brief description of the proposal

I am hoping to improve my hair salon business(which is my sole income) by catching up past due rent, utility bills, stock up on products and color that went bad due to not being used. Do some repairs and fix some damage done by water that had came in the salon we didn't know about since

the salon was closed. Due to the ongoing pandemic lost business and customers and still do not have the business we once did.

**2. Purpose and key anticipated outcomes**

The purpose would be to have and be able to maintain a profitable business that is repaired, stocked and ready for getting our business back.

**3. Individuals or communities served**

We serve the Westmoreland area and part of the west side of Charleston. I also have customers from parts of Elkview and Sissonville and other areas.

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

The hair salon business was hit hard when we had to close our doors for over a month and a half per the Governors orders. We have since lost some of our clientele, some still haven't felt comfortable coming out and we also have had many cancellations due to covid exposure which results in no income and business.

**5. Amount of funding requested**

20,000

**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**

N/A

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

If awarded, funds would be used to reconcile monies having been (re)allocated to maintain a business shut down due to a global pandemic, that would have otherwise been secured in savings. Specifically, funds would be used to 1). Deposit into accounts depleted for living expenses during business shut down and lack of business after reopening (approx \$5,000), 2). Restock no longer usable items that were a loss of revenue (approx \$1,500), 3). Reinstate/update necessary business requirements and building maintenance (approx \$3,000 contingent upon final contractor estimate and contractual agreement), 4). Marketing efforts, aimed at increasing clientele given loss thereof of due to pandemic (approx \$2,000) and 5). Reconciliation of monies lost due to lack of booth rental during shut down, as well as necessary trainings for ongoing maintenance of licensure and updated cosmetology specialties, which were hindered (if not made obsolete) during covid shutdown (approx \$3,000).

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

6 months to ongoing

**Proposal Details**

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

Due to pandemic related economic losses, – including but not limited to, the loss of my own clientele, I have three other stylist who were unable to work. That resulted in a lack of revenue as well, primarily due to the rental fees they would otherwise have paid to me as the sole business owner.

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

My goal is to be able to operate my business as I did pre pandemic if that is at all possible and retain my current customers and try to bring back the ones who haven't returned because of fear of this ongoing pandemic. By restocking, repairing and being able to catch up on my bill this would reduce great stress and would greatly help the outcome and future of my business. I expect that once this is all finally over I will be able to operate as well if not better than I did pre pandemic.

**3. Please provide your project timeline**

Six months to ongoing

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

\$20,000

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

N/A

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

My plan to sustain my business if I were awarded the grant would be the relief of all of the financial stress that the high cost of the pandemic being would be taken care of. I would be able to focus on the future and growing of my already 17 year old business that I started from scratch. My bills would be paid up, my shelves stocked up and I would have all of the necessary essentials required to continue my business and to continue to make it profitable.

**Organization Information**

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

Tabitha's Salon is committed to providing and serving the local community for all of their hair care and beauty needs. Enhancing the beauty and confidence to all of our clients while also offering affordable prices, friendly family atmosphere and a convenient location.

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

I started this business on January 2, 2004. At the time I was already an experienced hairstylist looking to be able to work for myself. I am a women and the sole proprietor of the business. I had a two year old daughter at the time that I had to provide care for and this seemed like the perfect plan to be able to do both. I have been able keep it open and profitable for over 17 years. It is now a well known and respectable business in our little community. We do a lot of local people who walk to get their hair done. Some work in town but live in rural areas so they like to come in after work. We also do a lot of older customers who can't do their own hair so they come in weekly. We also do a lot of families and kids. There is three hairstylists working for me by booth rental and they were not able

to pay rent during the pandemic and now are only working part time due to loss of business.

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

- 1) Successfully opened and ran this business without any prior business ownership.
- 2) Was able to stay open consistently for over 17 years
- 3) Built a well know business in the community that has had many satisfied customers.


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

I am the sole owner.

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

I am the sole owner responsible for everything. I have three ladies who rent from me part time.


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

 tabitha cash flow3 (1).xlsx  
Uploaded by Tabitha Lincoln on Oct 3, 2021 at 11:13 pm

**Two years of audited financial statements**

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**Current operating budget**

  
Tabitha Budget 21 (1) (1).xlsx  
Uploaded by Tabitha Lincoln on Oct 3, 2021 at 11:13 pm

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

 2020.pdf  
Uploaded by Tabitha Lincoln on Oct 3, 2021 at 11:14 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).**

I received a sba loan for \$10,000 that I have to start paying back next year. I also received a grant from the state for 2,000. The last one is a loan from sba for 5,000 for lost wages.

**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.**

0

**Impact of the COVID-19 Pandemic**

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

The pandemic affected my business greatly by forcing me to close for over a month and a half. This caused me to not have any income, not be able to pay the bills at my home or business. I have lost several customers and so have the girls renting from me. We hope to regain them after this is over since it wasn't from them going elsewhere but because of the worries of the pandemic and the shutdown. I also was not able to get the rent money from my booth renters and their loss of business has caused them to have to go down to part time which of course also has affected me. The water that came in the shop that no one saw for over a week that ruined some furniture, paint, flooring and equipment. Some of our product had went bad, expired and was starting to run low already. We had to restock, clean and have all of the covid reopening list precautionary measures including masks, hand sanitizers, and other safety measures. My income for the year from the salon was less than half of what it usually is and is still not back to what it was prior. We have customers canceling daily because of covid exposure then waiting on test results before they reschedule. Some people still working from home also causes them to not come and get their hair done like they did when they were in the public eye. Also the older population which makes up a lot of our clientele are understandably not coming in like they did.

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

This funding will be helpful and appreciated greatly. It would ease our mind first of all but not only that it would put me back on track for the future of my business. All of the tools and supplies would be replenished and lost monies would be caught up and be able to be paid on time again so we can move forward. With the advertising to get people motivated to come back in, and the supplies, and salon being back up to par, I think we could make a complete recovery!


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

Yes

#### **If yes, please explain**

I was out of work for almost two months while also not getting my booth rental. I didn't have any income during that time and got behind on rent and utilities. I also lost some products and some of my customers. Ongoing we daily have cancellations last minute due to covid exposure which results in lack of income.

#### **Upload supporting documentation for revenue loss**

 U.S. Individual Income Tax.pdf  
Uploaded by Tabitha Lincoln on Oct 3, 2021 at 11:23 pm

### **Supplementary Information**

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

Jennifer McClaskie jennm316@yahoo.com 304-346-6967

#### **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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## **Attachments**

No attachments