

ALL KAN

SMALL BUSINESS ASSISTANCE GRANT APPLICATION



Kanawha County Commission

407 Virginia Street East
Charleston, WV 25301

For more information call 304-357-0101

I. APPLICANT INFORMATION

Applicant:

Name: Kerri Barger

Address: 900 Virginia Street East, #210

City: Charleston State: WV Zip Code: 25301

Phone: 304-415-6868 Email: kerri@ahmdigital.com

Individual Business Entity Non-profit

Business Information:

Name: Almost Heaven Media, LLC

Address: PO Box 75177, Charleston, WV 25375

Type of Ownership:

Sole Proprietor Corporation LLC Nonprofit

Type of Business:

Retail Business Service Restaurant Manufacturing

Other: _____

Is your business registered with SAM.gov? Yes No

Provide a brief description of the business that is starting or expanding. Your attached business plan can more fully explain your products or services, so please be brief but informative.

Almost Heaven Media, LLC (dba AHMdigital, AHM Legal) is an advertising agency based in Charleston, WV. We assist clients with managing their online persona through social media, digital targeting, videography, web design, content creation, and reputation management.

We primarily serve the legal industry but also support West Virginia entrepreneurs and small businesses. Our consultative approach sets us apart from our competitors. As our CEO is an accomplished attorney, we bring decades of experience in law firm marketing and management.

We would like to expand our services to include a strong emphasis on content (blog) production. In our experience with other agencies that offer this important service that satisfies search engine optimization (SEO), they lack the quality of blogs that fosters quality engagement with those considering their goods and services. It is our intent to expand our offerings to fill this niche and offer this service to legal clients throughout the United States.

1. How many employees does your small business employ? 2
2. In what industry is your small business? Marketing/Advertising
3. Has your small business incurred costs for COVID-19 mitigation and prevention measures? If so, describe the costs, mitigation, and prevention measures:

Covid-19 impacted our business by the loss of two retail clients, an investment client, and the changes we had to make to our operations when working away from the office. As retail clients were forced to temporarily shutter due to Covid, we lost approximately \$35,000 in client billing during this period.

As restrictions have eased and we are once again able to meet clients in person, we have had to use our personal vehicles to travel to avoid mass transit (airlines, etc.) which increases the likelihood of contracting Covid-19. Combine this with higher gas prices and our cost of doing business has gone up at a time when our client count has diminished.

4. How will you use the funds received from the Small Business Assistance program? (e.g., Will you hire new workers, provide on-the-job training, obtain technical assistance, support payroll, benefits, rent, utilities, or other operating costs?)

We will use the funds from this program to hire a part-time content creator for this new service we intend to provide to our clients. This position has the potential to increase to full-time as we bring on clients and the workload increases.

We will also invest in a new iMac for our office as now we are operating off of one desktop. We will invest in a new MacBook Pro for work travel as our existing laptop is five years old and there is newer technology available.

We will use a portion of these funds to attend a digital advertising conference in which we can learn about new products and technologies that we may bring back to serve our clients in West Virginia and throughout the U.S.

5. Has your small business faced periods of closure as a result of the COVID-19 pandemic? If so, please describe.

We did not close but we worked remotely from March 2020 through December 2021.

6. Has your small business experienced loss of revenue or financial hardship as a result of the result of the COVID-19 pandemic? If so, please describe.

We did experience a loss of clients due to the Covid-19 pandemic. Two retail clients were forced to temporarily shut down and have never resumed their advertising with us. Another service client stopped advertising due to the pandemic. In total, we lost approximately \$35,000 in annual billing due to the pandemic.

6. Do you intend to use your small business assistance funds for capital expenditures? If so, what capital expenditures do you intend to make and what is your time for completion of capital expenditures?

We intend to purchase an iMac and MacBook Pro and will do so immediately on receipt of funding.

7. Are you requesting funds to open a startup business? If yes, did you lose expected startup capital or face other difficulties, cost increases, or delays due to the COVID-19 pandemic? Please describe fully.

No. We are looking to expand and enhance an existing business.

II. FINANCING NEEDS

Total Amount of Investment: \$25,000

Total Amount of ARP Funding Request: \$25,000

IV. NUMBER AND TYPE OF JOBS CREATED

Year One: One

Type(s): One part-time content creator.

Year Two (projected): One

Type(s): One full-time content creator position.

This application is being submitted with the information that is correct and complete, to the best understanding of the applicant.


Applicant Signature

July 20, 2022

Date

Printed Name and Title: Kerri Barger, Chief Operating Officer

ATTACHMENT: Your business plan MUST contain the following information:

- Description of the business and its goods and/or services
- Demand for proposed for goods or services
- Target market and marketing approaches
- Amount of funding required to capitalize the business and operate with adequate cash flow
- How the ARP funds will be used including a description of the work done or equipment purchased
- Three year operating pro forma

The ARP program requires the following information:

- Personal financial statement
- Personal or business tax return
- Building lease if applicable

HOW DO I SUBMIT MY APPLICATION?

Email the completed application to: kimmallory@Kanawha.us

Mail the completed application to:

Kanawha County Commission
Attention: Kim Mallory
PO Box 3627, Charleston, WV 25336

Submitted applications will be made publicly available and will be posted on the County's website.