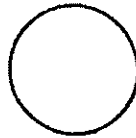


July 1st 2022

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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: Echo-Lit, LLC - Jeanne Stevenson

Address: 427 Washington Street West

City: Charleston State: WV Zip Code: 25302

Phone: 304-881-6665 Email: Jeanne@echo-lit.com

Individual Business Entity Non-profit

Business Information:

Name: Echo-Lit, LLC

Address: 427 Washington St W, Charleston, WV 25302

Type of Ownership:

Sole Proprietor Corporation LLC Nonprofit

Type of Business:

Retail Business Service Restaurant Manufacturing

Other: Retail + online sales + business service

Is your business registered with SAM.gov? Yes No

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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.

We are a local, family-owned West Virginia business who in the last couple of years has struggled with the multi-faceted strain of COVID-19.

Our dream of finally expanding from our home and into a large workshop and retail space was stunted when COVID-19 first hit. We continue to fight daily for our business as we battle postal increases, staff safety, supply chain shortages, and more. Our proposal for this application is to use the grant money to bolster our on-line & retail sales by rebuilding our website and focusing more to local advertising and away from high sales, but lower profit online platforms.

1. How many employees does your small business employ? 6
2. In what industry is your small business? Graphic design, art production and sales
3. Has your small business incurred costs for COVID-19 mitigation and prevention measures? If so, describe the costs, mitigation, and prevention measures:

When COVID-19 first hit, we had to lay off our staff as our sales dropped rapidly. We now have our staff back, but operate in split shifts to prevent exposure.

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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?)

Approximately 75% of our online sales come from Amazon. It's high volume, but low profit. We lose 15% with every item sold. We want to hire a part-time employee to create a new website for us and help us bolster our sales online and in our store front using local advertising and online advertising.

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

We started our business in 2008 in our garage. Our dream of a brick & mortar shop and work space was crushed when COVID-19 hit at the exact time our dream space was ready for move-in. We had to lay off our staff and struggle to gain footing during this unprecedented nightmare.

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.

Absolutely. Our gross sales in 2019 were 369k. In 2020 ~~285k~~ we market a large percentage of our art prints to schools. When the schools closed in 2020, our sales nose-dived. Currently our sales have massively improved, but we struggle with supply-chain issues.

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8. 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 do not.

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

II. FINANCING NEEDS

Total Amount of Investment: \$50,000

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

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IV. NUMBER AND TYPE OF JOBS CREATED

Year One: 1 - Part-time

Type(s): web designer - Part time

Year Two (projected): 2 full-time

Type(s): web designer/marketing person & warehouse staff

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

JM Stevenson
Applicant Signature

7/31/22
Date

Printed Name and Title: Jeanne M. Stevenson owner

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.