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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: Katherine Butcher

Address: 114 Terrace Ln

City: Alum Creek State: WV Zip Code: 25003

Phone: (304)687-1321 Email: TheGypsyGraceBoutique@gmail.com

- Individual
- Business Entity
- Non-profit

Business Information:

Name: Gypsy Grace Boutique

Address: 1401 Charles Ave, Dunbar, WV 25064

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.

Gypsy Grace Boutique is a retail shop that carries unique & organic clothing, jewelry, home decor & artworks. The items I sell are handmade by myself & other artisans in the US & around the world. Most items purchased are from small, fair trade, women owned companies that recycle & ethically source their materials & products. I also give preference to companies that give back to communities & charities.

We are the only shop in our area that carries such a collection of items that reflect the natural, organic beauty of our earth.

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

Cleaning supplies: \$50
Masks: \$100
Nitrile gloves: \$25

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?)

The funds will be used to have a website designed & a new computer system added. I also plan to add new signage, redesign & refurbish the shop, including new racks, shelving & showcases, to make it more attractive to customers. The funds will also be used to add more inventory as well as rent & advertising.

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

I had to close the shop from Feb until the middle of May 2020. Prior to closing I was open on Wed through Sat 10:00AM until 6:00PM & Sun noon until 4:00PM.

When I reopened the hours had to be reduced to Wed through Sat 11:00AM until 5:00PM, Sun, Mon & Tues closed. This closure & then cut back in hours was devastating to the shop.

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.

Being closed for 3 1/2 months & then reducing the hours was a big financial hardship. After I reopened, business was way down. Gypsy Grace Boutique was still a new, fledgling business & it was extremely difficult to afloat.

My shop was located on the east end of Charleston. Several other businesses in the area closed permanently which caused an even bigger reduction in people shopping in that area. Business was so bad that I came extremely close to closing too.

In June of 2021 I got the opportunity to move to Dunbar. I closed from the end of June until July 17, 2021 to make the move. I also had a lot of expense in preparing the new shop & moving everything. But it was worth the move. In 2022 sales have increased by 70%. From that rate of growth so far & customer feedback, I am confident that it will continue to grow.

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?

I plan to purchase a new computer system within 30 days.

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. This is an existing business.

II. FINANCING NEED

Total Amount of Investment: _____

Total Amount of ARP Funding Request: \$11,000

I. SOURCES AND USES OF FUNDING

Sources of Funding

Source	Amounts	Terms	Is Funding Committed Yes/Pending

Use of Funds

Item and Description	Budget Amount	ARP Funds Needed	
		Yes	No
Web Page Design	1300	x	
New Computer System	1200	x	
Updating Shop	2500	x	
Signage	500	x	
Advertising	500	x	
Inventory	4000	x	
Rent	1000	x	

IV. NUMBER AND TYPE OF JOBS CREATED

Year One: No additional jobs created

Type(s): _____

Year Two (projected): _____

Type(s): _____

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

Applicant Signature

July 30, 2022

Date

Printed Name and Title: Katherine Butcher 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 purchase
- 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.