

# 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: J.Q. Dickinson Salt-Works, LLC (Nancy Bruns)

Address: 4797 Midland Dr

City: Malden State: WV Zip Code: 25306

Phone: 304-925-7918 Email: nancy@jqdsalt.com

Individual       Business Entity       Non-profit

#### Business Information:

Name: J.Q. Dickinson Salt-Works, LLC

Address: 4797 Midland Dr. Malden, WV 25306

#### Type of Ownership:

Sole Proprietor       Corporation       LLC       Nonprofit

#### Type of Business:

Retail       Business Service       Restaurant       Manufacturing

Other: We manufacture salt, but also have retail space and offer event venue services

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.

J.Q. Dickinson Salt-Works has been producing salt in Malden for 9 years. The business has grown from 1 employee to 13 over that time period. We have 700 wholesale accounts nationwide and a waiting list of over 70 accounts hoping to obtain our salt for their shop or restaurant. Demand has outpaced supply for the first time since we began. Our shop has expanded from our line of salts to include a wide variety of Appalachian made foods, crafts and home goods.

Our event business is booming as well as retail sales. With the Upper Kanawha County Recreation plan developing we see an opportunity to capture even more business on-site. We plan to expand our event space, add a cafe, a larger shop and 4 guest suites. We will become a destination for visitors and locals alike.

1. How many employees does your small business employ? 13 plus part time event employees
2. In what industry is your small business? food
3. Has your small business incurred costs for COVID-19 mitigation and prevention measures? If so, describe the costs, mitigation, and prevention measures:

We offer paid sick days for any positive COVID diagnosis, or possible exposure, despite the employee's sick day eligibility. We suffered loss of income in 2020 and 2021 for cancelled events, restricted tours to help mitigate transmittal, and loss of wholesale accounts nationwide.

The total costs for employee sick pay \$4500

Lost sales: \$125,000 (event bookings and in-store sales)

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?)

Demand for our salt has increased dramatically over the past 2 years. We need to expand our infrastructure to evaporate and crystallize more brine. We will build a new sunhouse that will increase our annual production by 20%. We will hire 2 more employees to help manage salt production. The grant funding will supply the means to purchase and install this much needed sunhouse.

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

Yes, we closed our shop, cancelled events, and suspended tours from March 20, 2020 to May 31, 2020. We then began to have some small outside events, resumed tours on a limited basis and opened for some retail sales.

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.

Yes, we experienced a loss of revenue from event sales and in-store retail sales of at least \$125,000. We were poised to have our best event season yet and had to refund deposits and cancel 90% of bookings. We closed our shop for about 3 months, before resuming limited on-site sales.

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 plan to make a capital investment in an additional sunhouse for evaporation and crystallization. This will cost \$25,000. It will increase of salt production by 20% and we will need to hire 2 additional employees.  
This is part of a total capital investment of \$1,000,000 to expand our entire operation. The additional expenditures will include a new shop, a shipping and receiving building, 4 guest suites that will be rented on AirBnB, and a small cafe.  
We will begin building the sunhouse late this fall and have it ready for spring production in March of 2023.  
We hope to start construction on the new shop, shipping/receiving building, guest suites and cafe in early 2023. 6 jobs will be added to this new facility in the spring of 2023. We will employ a total of 22 people when all projects are complete. This does not include the part time event staff that we hire to work the actual events.

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: \$1,000,000

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



## IV. NUMBER AND TYPE OF JOBS CREATED

Year One: 8

Type(s): 3 entry level positions(salt workers, retail), 3 skilled employees in cafe, 2 managers

Year Two (projected): 2

Type(s): support staff

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

  
Applicant Signature

July 28, 2022  
Date

Printed Name and Title: Nancy P Bruns, CEO and Co-Founder

**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](mailto: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.**