

# 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: Mildred Snyder c/o Shape Shop Inc.

Address: 706 Central Avenue

City: Charleston

State: WV

Zip Code: 25302

Phone: 681-265-3938

Email: mwsalka@suddenlink.net

Individual

Business Entity

Non-profit

#### Business Information:

Name: Shape Shop Inc. DBA Shape Shop Cafe

Address: 706 Central Avenue, Charleston, WV 25302

#### 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.

Expanding and changing room usage to better produce our handmade frozen confection product (aka Dippy Do) to a low-temperature room within the existing building and also purchasing a flash freezer to more efficiently freeze the trays of Dippy Dos. This will involve running water piped into the room plus the addition of a specific air conditioner for lowering temperature.

1. How many employees does your small business employ? 7
2. In what industry is your small business? retail, manufacturing, restaurant
3. Has your small business incurred costs for COVID-19 mitigation and prevention measures? If so, describe the costs, mitigation, and prevention measures:

Shape Shop, Inc. is a West Virginia-based business, the purpose of which is to provide fast, healthy, and delicious alternatives for meals, as well as low-calorie sweet treats. Our grand opening date of February 24, 2020 was stopped with the mandated COVID lockdown. Our state was only allowed to offer curbside pickup at this time. Following all state and health guidelines, we gradually returned to being fully open and operational in May of 2020, still under specific restrictions as mandated by local government. We returned to manufacturing new Dippy Dos and currently supply 17 Kroger stores, 2 Piggly Wiggly stores and 1 Food Fair store, which we also sell in our retail store. At the present time, our ice cream machine is located in a full-service kitchen which includes 2 ovens and given the additional heat from the ovens, this setup is not conducive to ice cream manufacturing. The relocation of equipment will greatly enhance this entire procedure.

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?

At the present time, our ice cream machine is located in a full-service kitchen which includes 2 ovens and this setup is not conducive to ice cream manufacturing. This expenditure is intended to improve our procedure for our existing product creation by relocating our existing equipment to a more conducive location for frozen product manufacturing.

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.

This request is for funding to create an improvement to our existing operation, allowing us to produce more products for sale in our retail location and at other grocery stores.

## II. FINANCING NEEDS

Total Amount of Investment: \$40,000

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

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?)

No new people immediately but additional ones moving forward when then expansion is complete. This will allow us to fill orders more quickly. Kroger and other grocery stores have been steadily expanding their inventory of Dippy Do's.

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

Our grand opening date of February 24, 2020 was stopped with COVID lockdown. During the initial COVID lockdown, our state was only allowed to offer curbside pickup with no dine-in option. Following all state and health guidelines, we gradually returned to fully open status and were again fully operational in May of 2020, but still under specific COVID restrictions as mandated by local government.

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.

Greatly -- as previously stated, the grand opening was delayed during the mandated COVID lockdown on February 24, 2020 and we were not permitted under this guidance to be fully open to anything other than curbside ordering until May of 2020 (with specific COVID restrictions at that time).





## IV. NUMBER AND TYPE OF JOBS CREATED


Year One: 2

Type(s): food service workers

Year Two (projected): 2

Type(s): food service workers

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

  
Applicant Signature

8/01/2022  
Date

Printed Name and Title: Mildred Snyder, 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](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.**