



Department of Community Development

Maria Muratori
mmuratori@ci.sandusky.oh.us

222 Meigs St.
Sandusky, OH 44870
Phone: 419.627.5891
www.ci.sandusky.oh.us

ECONOMIC DEVELOPMENT INCENTIVE COMMITTEE MEETING AGENDA April 10, 2018

- I. Meeting called to order
- II. Approval of minutes
- III. Program financial update
- IV. Review of applications
 - a. Erie County Visitors Bureau, Inc., dba Lake Erie Shores & Islands ("LESI")
 - b. Mabel & Ethel's Quilt Shoppe, LLC, dba M&E Quilt Shoppe
- V. Reminder of next meeting – May 8th, 2018 at 1:30pm
- VI. Public Participation
- VII. Meeting Adjournment

Economic Development Incentive Committee

March 13, 2018
Meeting Minutes

Call To Order

Chairman Nickles called the meeting to order at 1:35 PM. The following members were present: Mr. Paul Koch, Mr. Matt Lasko, Mr. Justin Harris, Ms. Abbey Bemis and Chairman Al Nickles. Ms. Naomi Twine, City Commissioner, Ms. Maria Muratori, Development Specialist and Debi Eversole, Clerk from the Community Development Department were also present. Sharon Johnson, Sandusky City Resident was also present. There were 5 voting members present.

Approval Of Minutes

Mr. Harris moved to approve the minutes from the February 13, 2018 meeting. Mr. Koch seconded the motion. The motion carried with a unanimous vote.

Program Financial Update

Ms. Muratori presented the program financial update as of March 13, 2018:

ECONOMIC DEVELOPMENT FUNDS											
	2017 Carryover	Repayments	Beginning Balance	Date Approved	Committed	Spent	Revenue	Ending Balance	Total Project Cost	Estimated New Jobs	
	\$ 3,557	\$ 104,484	\$ 558,041					\$ 271,080		9	
Substantial Development			\$ 315,000								
SandCity, LLC				3/14/2017	\$ 125,000	\$ -	\$ -		\$ 6,645,872	32.5	
Renaissance Too, LLC				2/13/2018	\$ 90,000				\$ 738,000	9	
								\$ 100,000			
Façade			\$ 100,000								
H2 Property Management				2/13/2018	\$ 35,000	\$ 150	\$ 125		\$ 232,155	0	
								\$ 64,975			
Signage			\$ 59,484								
Peerless Stove & Manufacturing Co.				2/13/2018	\$ 9,215	\$ 150	\$ 125		\$ 12,287	0	
MBC Services, Inc., DBA Sandusky Canvas				2/13/2018	\$ 646	\$ 150	\$ 125		\$ 861	0	
								\$ 49,572.82			
Small Business Assistance			\$ 80,000								
BSL Holdings Ltd.				1/9/2018	\$ 15,000	\$ 150	\$ 125		\$ 29,798	0	
Omeca Inc., DBA Cameo Pizza				2/13/2018	\$ 9,500				\$ 38,621	0	
Houdini				2/13/2018	\$ 2,500						
								\$ 52,975			
Economic Development - Other Expenditures			\$ 3,557								
								\$ 3,557			
Total					\$ 286,861				\$ 7,697,593		
Ex SandCity					\$ 161,861				\$ 1,051,721		
Leverage	26.8										
Ex SandCity	6.5										
2018 Expenditure											

Ms. Muratori stated that the repayment from Leaking Boot had been added to the total as well as the money committed from the past meeting. This left a balance of roughly \$271,080 for 2018. Mr. Lasko moved to approve the financial update as presented. Mr. Harris seconded the motion. With no further discussion, the motion carried with a unanimous vote.

Application Review

Blake Harris and Chris Patterson, Brew Tours, LLC dba have applied for a Small Business Assistance Grant for their business San Brew Bikes. San Brew will acquire a 15-passenger quadricycle that is powered by pedaling and/or electric. San Brew will offer 90 minute tours of the business district. This service will offer a unique entertainment option for locals and tourists. The proposed route tour is between Shoreline Drive and Washington Street from North to South **and Pearl Street. San Brew will also partner with some of Sandusky's local dining** establishments to offer food options. The recommendation is for \$9,300.00 Small Business Assistance grant; contingent upon obtaining title reports, obtaining all relevant permits, submitting before and after photographs, and displaying a sign for at least one year upon **completion noting the City of Sandusky's support. The recommended total grant amount is** approximately 42% of the total project cost and 60% of the Brew Bike acquisition cost. This project will be complete by 6/30/2018.

Mr. Koch moved to approve the application as recommended. Mr. Harris seconded the motion. After a brief discussion, the motion was amended to include a referral to use the RISE program and that the business be limited to the City of Sandusky. Mr. Koch and Mr. Harris agreed to the amended motion. With no further discussion, the motion was approved with a unanimous vote.

Elizabeth Maiden, Executive Director of Erie County Community Foundation has requested a Signage and Façade Grant for updates and renovations at 135 E. Washington Street. ECCF is investing nearly \$700,000 to update and renovate the building at 135 East Washington Row. The façade will be expanded which will increase the attractiveness of the exterior and will also contribute to heating and cooling efficiency. Additionally, ECCF will replace the outdated and faded red awnings with blue metal awnings. The recommendation is for \$20,000 Signage and Façade Grant; contingent upon obtaining title reports, obtaining all relevant permits, submitting before and after photographs, and displaying a sign for at least one year upon completion **noting the City of Sandusky's support.** The recommended total grant amount is approximately 60% of the total project cost minus the awnings. This project will be complete by 11/30/2018.

Mr. Harris moved to approve the grant as recommended. Mr. Koch seconded the motion. With no further discussion, the motion carried with a 4/0 vote, Ms. Bemis abstained.

Adelbert P. Marous Jr., Trustee/Managing Member of Marous Development Group, LLC, or its **assigns ("Marous") has applied for a Substantial** Redevelopment Grant for the purchase, restoration and redevelopment of the historic Feick Building at 158 – 160 E. Market Street. The project intends to redevelop the building into an exciting, vibrant new 77,000+ square foot, \$13 million mixed-use development consisting of 66 market rate apartments including a new addition over the three-story rear portion of the Feick Building along with newly renovated retail and/or office spaces located in the former bank lobby and other spaces on the ground floor of the building. The recommendation is for up to a \$300,000 Substantial Development Grant; contingent upon obtaining tax credits, securing all other financing, obtaining title reports,

obtaining all relevant permits, submitting before and after photographs, and displaying temporary signs during construction and a sign for at least one year upon completion noting the **City of Sandusky's support. The target completion date is June 30, 2020.** If this committee approves the grant, final approval will go before City Commission for approval.

Chairman Nickles asked if they currently own the building. Ms. Muratori stated that they are in an option agreement to purchase the building contingent on obtaining tax credits. The applicant will apply this month for \$2 million in tax credits and have the option to reapply in September if needed. They also intend to request a 10yr/75% tax abatement. Finally, they are requesting a grant from the Chesapeake TIF funds specifically for gap financing. If the TIF can grant \$1.3 million, the applicant will not need ED grant funding. The recommended \$300,000 is only allocating the money to the applicant at \$100,000/year if needed. Any funding not needed/used, will go back into the balance of the Economic Development funds. To be clear – the total grant amount from all sources is \$1.3 million.

Chairman Nickles asked if there would be sufficient parking. Mr. Lasko stated that there is a parking lot behind the building that will be part of the purchase, the lot behind Subway would be accessible along with the parking garage.

Mr. Lasko moved to approve the recommendation as presented with all contingencies and restrictions. Mr. Harris seconded the motion. Mr. Koch stated that he would be abstaining due to conflict.

Mr. Wobser stated that he attended a statewide conference regarding city redevelopment and learned that a critical piece of keeping first floor retailers thriving is to keep and attract new residents to the area because they are the ones that will visit daily.

With no further discussion, the motion was approved with a 4/0 vote, Mr. Koch abstained.

Ross Boesch, on behalf of Gundlach Sheet Metal Works, Inc. has applied for a Substantial Redevelopment Grant (Phase II) for constructing a 6,250 square foot storage structure. This structure will house one employee and help improve the flow of semis and delivery trucks. Gundlach will also renovate the current warehouse space into usable offices. The current office layout is inefficient and outdated. The renovations will allow Gundlach to consolidate its entire office staff in one large space and also add ADA compliant restrooms and entry. This renovation will allow Gundlach to hire more sales and engineering staff. The recommendation is for a \$50,000 Substantial Redevelopment Grant; contingent upon obtaining title reports, obtaining all relevant permits, submitting before and after photographs, and displaying temporary signs during construction and a sign for at least one year upon completion noting the City of **Sandusky's support. This project will be complete by 3/31/19.** The total project cost is approximately \$900,000 and the recommended \$50,000 is roughly 6% of the project cost. Gundlach will also be applying for a 10yr/75% tax abatement in April of this year. If this committee approves the grant, final approval will go before City Commission for approval.

Mr. Harris moved to approve the recommended grant as submitted. Ms. Bemis seconded the motion. Mr. Koch stated that he had a conflict and will be abstaining from the vote. With no further discussion, the motion carried with a 4/0 vote with Mr. Koch abstaining.

Next Meeting

Ms. Muratori stated that the next meeting will be Tuesday, April 10 at 1:30PM.

Public Participation

Sharon Johnson stated that she was disappointed that the Brew Bike project did not list the hours and days that they would be operating and what the fees would be to take the tour. Chairman Nickles stated that Ms. Muratori had requested that information. Ms. Johnson stated **that it should've been released prior to the grant award. Ms. Muratori stated that there were** contingencies attached to the award that will satisfy the committee.

Sharon Johnson asked for clarification on the Marous project as to what is coming out of the Chesapeake TIF and what is ED funds. Mr. Wobser stated that the project calls for \$1.3 million and that the Chesapeake TIF will be the major source of that \$1.3 million. The ED funding will cover the balance, which may not total \$300,000. Mr. Harris commented that the motion was conditioned that if TIF can pay for the entire \$1.3 million, ED will pay nothing. We are the last part of the many funding sources. Ms. Johnson stated that she attended the TIRC meeting and heard that there was \$800,000. Mr. Lasko said that is the money in the account today and that we can bond out the TIF money through 2037.

Sharon Johnson asked how many people abstained from the vote on the Marous application. Mr. Wobser stated that only Mr. Koch abstained from the vote. Chairman Nickles stated that he was able to vote because his role with the Board of Directors is to vote on loans that are \$20 million or more. He stated that he had no conflict with the Marous project. Mr. Harris clarified that Chairman Nickles is on the Board of Directors with the bank and that Mr. Koch is in the day to day operations with the bank.

Adjournment

With no further business, Chairman Nickles adjourned the meeting at 2:32PM.

APPROVED:

Debi Eversole, Clerk

Al Nickles, Chairman

[illegible]

April 10, 2018

Economic Development Incentive Committee Summary

Dawn Weinhardt / Erie County Visitors Bureau, Inc., dba Lake Erie Shores & Islands ("LESI")

APPLICANT: Dawn Weinhardt
4424 Milan Road, Suite A
Sandusky, Ohio 44870

CORPORATE STRUCTURE: Non-Profit Corporation

PRINCIPAL/% OWNERSHIP: Jude Hammond – President
Jeff Hoffman – Vice President
George Ruta – Treasurer
Brian Peiffer - Secretary

PROGRAM APPLIED FOR: Small Business Assistance + Signage and Facade

RECOMMENDATION: \$10,000 Small Business Assistance grant + \$4,000.00 Signage and Façade grant; contingent upon obtaining title reports, obtaining all relevant permits and Landmarks Commission approval, submitting before and after photographs, and displaying temporary signs during construction and a sign for at least one year upon completion noting the City of Sandusky's support. This project will be complete by 3/31/2019.

****Assistance greater than \$10,000 requires final approval by the Sandusky City Commission****

This project helps to improve signage at a business that is relocating to the business district and will enhance its space that is available to the public with interactive features.

BACKGROUND

LESI's mission is to grow the region's tourism economy through collaborative promotion that increases visitor spending and makes Lake Erie Shores & Islands the ideal place to play, live and work. LESI will collaboratively lead the environmentally sensitive economic and cultural growth of the region as a premier destination for people from around the world.

PROJECT DESCRIPTION

LESI would like to install signage at its new location at 125 East Water Street. LESI would like to have a sign made to fit in the existing indentation of the Water Street entrance just above the second floor windows as well as above the doors of the Shoreline Drive entrance. It would also like to add its logo to the Water Street windows and / or doors.

The Small Business Assistance portion of the project has two distinct elements: interactive kiosks and a charging station. The interactive kiosks will provide residents and visitors a method to locate restaurants, lodging, shopping, attractions, parks and other natural areas and more in the Lake Erie Shores & Islands region. Guests will be able to print this information at the Welcome Center and / or send information from the kiosks to their personal devices. The charging station will be available to residents and guests at no charge to recharge cell phones or tablets while gathering information about the region.

PROJECT FINANCING

The project sources and uses are as follows:

<u>Uses</u>	
Interactive Kiosks (2)	\$ 14,760.00
Charging Table	\$ 3,945.00
Signage Costs	\$ 6,500.00
Total	\$ 25,205.00
<u>Sources</u>	
Owner Equity - Kiosks and Charging Table	\$ 8,705.00
Owner Equity - Signage	\$ 2,500.00
Grant Request - Small Business Assistance	\$ 10,000.00
Grant Request - Signage	\$ 4,000.00
Total	\$ 25,205.00
Leverage	1.8

The recommended total grant amount of \$14,000.00 is equivalent to approximately 56% of the total project costs (in line with program guidelines) and will leverage private dollars almost 2x. The Small Business Assistance grant is 53% of project costs and the Signage grant is 62% of project costs – both in line with program guidelines.

These grants are in addition to the grants already awarded to Renaissance Too and the tax abatement request that will also be considered to Renaissance Too.

FINANCIAL SUMMARY – BUSINESS

LESI's annual revenue is \$3.7 million and its payroll is approximately \$471,000. It will employ approximately ten people in its new location.

RECOMMENDATION

I recommend a \$10,000.00 Small Business Assistance grant and a \$4,000.00 Signage grant to support this project. The kiosks will provide residents and visitors a method to locate restaurants, lodging, shopping, attractions, parks and other areas to visit in the region. The charging station will be available at no charge to residents and guests. Both will provide amenities to the public. The kiosks will also help promote local businesses and attractions, increasing traffic to these areas.

Applicant / Borrower Company:

Dawn Weinhardt

(Applicant Name)

VP of Operations

(Title)

Erie County Visitors & Convention Bureau, Inc. dba Lake Erie Shores & Islands

(Company Name – if different than Applicant Name)

4424 Milan Road

(Street Address)

Suite A

(Suite, Apt, etc.)

Sandusky, OH 44870

(City, State, Zip)

419.625.2984

dawn@shoresandislands.com

(Phone Number)

34-1467436

(Email)

419.625.5009

(Federal Tax ID or last 4 of SSN)

(Fax Number)

Existing Business Information:

Type of Business: ☐ Commercial/Retail

☒ Service

☐ Other _____

Legal Structure: Corporation

Primary Product or Service: Destination Marketing and Welcome Center

Date Established: 01/1985

NAICS-SIC Code: 561591

Website (if applicable): www.shoresandislands.com

Principal Officers / Owners:

Name / Title: Jude Hammond, President

Email: jhammond@margarettaschooldistrict.com

Phone: 419.357.0818

SSN (last 4): 6942

% Ownership: n/a

Name / Title: Jeff Hoffman, Vice President

Email: mhd97@aol.com

Phone: 419.656.1921

SSN (last 4): 3377

% Ownership: n/a

Name / Title: George Ruta, Treasurer

Email: george@rutahotels.com

Phone: 419.871.1111

SSN (last 4): 9117

% Ownership: n/a

Name / Title: Brian Peiffer, Secretary

Email: bpeiffer@cedarpoint.com

Phone: 419.357.4375

SSN (last 4): 3874

% Ownership: n/a

Location of Proposed Project:

125 East Water Street

(Address)

Sandusky, OH 44870

(City, State, Zip)

Erie

(County)

If a relocation, indicate from where 4424 Milan Rd., Sandusky, OH 44870

Project Type:

☒ Renovation

☐ Expansion

☐ Start-Up/New

Applicant / Business Background Information:

Please provide a brief summary about your background and experience. Please also provide historical information regarding the building or property at which the business will operate, including but not limited to the most recent building use (attach additional page if necessary).

Lake Erie Shores & Islands mission is to grow the region's tourism economy through
collaborative promotion that increases visitor spending and makes Lake Erie Shores & Islands
the ideal place to play, live, and work. Lake Erie Shores & Islands will collaboratively lead the
environmentally sensitive economic and cultural growth of the region as a premier destination
for people from around the world.

Project Description:

Please provide a brief description of the project to be undertaken for which City assistance is being sought (attach additional page if necessary).

Welcome Center signage. The Lake Erie Shores and Islands would like to have a sign made to
fit in the existing indentation of the Water Street entrance just above the second floor windows
as well as above the doors of the Shoreline Dr entrance. We would also like to add our logo to
the Water Street windows and/or doors.

Business/Personal References:

Name / Title: Cable Steinemann, President Steinemann Hafner Insurance
Email: cable@stein-haf.com Phone: 419.626.6432
Relationship: Business Reference

Name / Title: James Ervin
Email: info@sanduskysegwave.com Phone: 419.734.9283
Relationship: Business Reference

Name / Title: Chris Parthamore
Email: chrisp@sanduskystate.com Phone: 419.626.1950
Relationship: Business Reference



Need for ED Funding (N/A for Signage):

Applicants must document a need for ED funding in order to make the project occur. Select reason(s) why ED funds are needed for the project, and attach appropriate documentation.

- ☐ Inadequate equity/private lender financing (attach bank letter/documentation of equity unavailability).
- ☐ Unable to pay market interest rates for entire project (include projections showing market rates produce inadequate return on investment.)
- ☒ Incentive financing is needed in order to improve the economics of locating and expanding in Sandusky relative to other communities (show comparative costs analysis to undertake project in Sandusky versus other cities).
- ☐ Other (please specify): _____

Project Source & Use Of Funds:

Break out total project costs by use of funds and allocate each use cost by source (attach additional page if necessary).

Total Project Cost (itemize below): _____

Total Project for Signage: \$6,500.00 _____

Owner Equity (dollars and source): _____

\$2,500.00 _____

Private Lending (dollars, source, and terms): _____

N/A _____

Request for City Assistance (dollars and type): _____

\$4,000.00 _____



Project Timeline:

Please outline the project timeline. Please include expected completion dates for items including but not limited to obtaining site control, obtaining financing, and construction.

	<u>Start</u>	<u>Complete</u>	<u>N/A</u>
<u>Site Control</u>	10/1/18	2/28/19	
<u>Financing</u>	10/1/18	2/28/19	
<u>Construction</u>	10/1/18	2/28/19	
<u>Other</u>			

Project Impact and Employment (N/A for Signage):

	Current Year	Year One	Year Two	Year Three
Annual Sales Revenue	3,743,090	3,852,294	4,036,762	4,710,467
Annual Payroll	471,500	521,500	547,575	574,955
Current Employment (FTE)	10.87	11.87	11.87	11.87
Average Pay Per Employee	21,431	23,705	24,890	26,134

Project Concept (N/A for Signage): Use the space below to address the following:

- How does the proposed project relate to a strategic approach to revitalization of the surrounding area?
- Will the project contribute to a change in the market dynamics, economic status, physical appearance or perception of the area?
- Does the project address specific area needs or missing services?



Attachments:

The following should be submitted with your ED Application:

- ☐ Map showing location of Project or business
- ☐ Business plan (if applicable)
- ☐ Three years of historical financial statements(if applicable)
- ☐ Three years of projected financial statements(if applicable)
- ☐ Sources of financing including evidence of private funds and matching funds
- ☐ Third party cost estimates, **INCLUDING RENDERINGS** (if applicable)
- ☐ Lease agreement,purchase agreement, or proof of ownership (if applicable)

Attestation of Financial Condition

Do you or your business have any of the following:

	YES	NO
Outstanding collections		<input checked="" type="checkbox"/>
Judgement liens		<input checked="" type="checkbox"/>
Other court judgements		<input checked="" type="checkbox"/>
Delinquent taxes		<input checked="" type="checkbox"/>
Delinquent loans		<input checked="" type="checkbox"/>
Other tax liens		<input checked="" type="checkbox"/>
Previous bankruptcy		<input checked="" type="checkbox"/>
If yes to bankruptcy, has it been fully discharged?		<input checked="" type="checkbox"/>
Real estate that is tax delinquent		<input checked="" type="checkbox"/>
Code violations		<input checked="" type="checkbox"/>
Non-registered rental units		<input checked="" type="checkbox"/>
Real estate that is in foreclosure		<input checked="" type="checkbox"/>

Submission Acknowledgment

The undersigned certifies that he/she is authorized to complete, sign and submit this application on behalf of the applicant/owner. Further, the undersigned certifies that the information contained in this application has been reviewed by him/her and that all information, including exhibits, are, to the best of his/her knowledge, complete and accurate and presents fairly the condition of the applicant and project accurately. Intentionally falsifying information in this document constitutes a criminal offense. The undersigned hereby authorizes the City of Sandusky to investigate the credit worthiness and of the undersigned, and/or applicant. The undersigned understands that information submitted to the City of Sandusky as part of this application is considered a public record. The undersigned also agrees to display signage showing City support on their property for up to one (1) year.

The undersigned understands that additional information may be required to finalize the approval process, and that, if the project is funded, **Economic Development funds cannot pay for projects completed before grant approval and notice of award.** The undersigned also understands that the submission of the application for financial assistance does not automatically constitute approval.

☒ By checking this box, I acknowledge that I have read, understand, and agree to the policies and procedures outlined in this document. I further agree to be interviewed, photographed and/or have my business photographed for Economic Development marketing purposes. If you have questions, please contact the Department of Community Development.

Company Name: Erie County Visitors & Convention Bureau, Inc., dba Lake Erie Shores & Islands

By: Dawn Weinhardt, VP of Operations

(Print or type name and title)

Dawn M. Weinhardt

(Signature)

3/21/18

(Date)

Inter-Office Use Only

State the date, time, and City staff member(s) present at the pre-application meeting:

4/5/18 9am Maria Muratori + other meetings

Date of Completed Application Submittal: 3/22/18

Staff Reviewer: M Muratori

Date of Committee Review: 4/10/18

Approve/Deny: _____

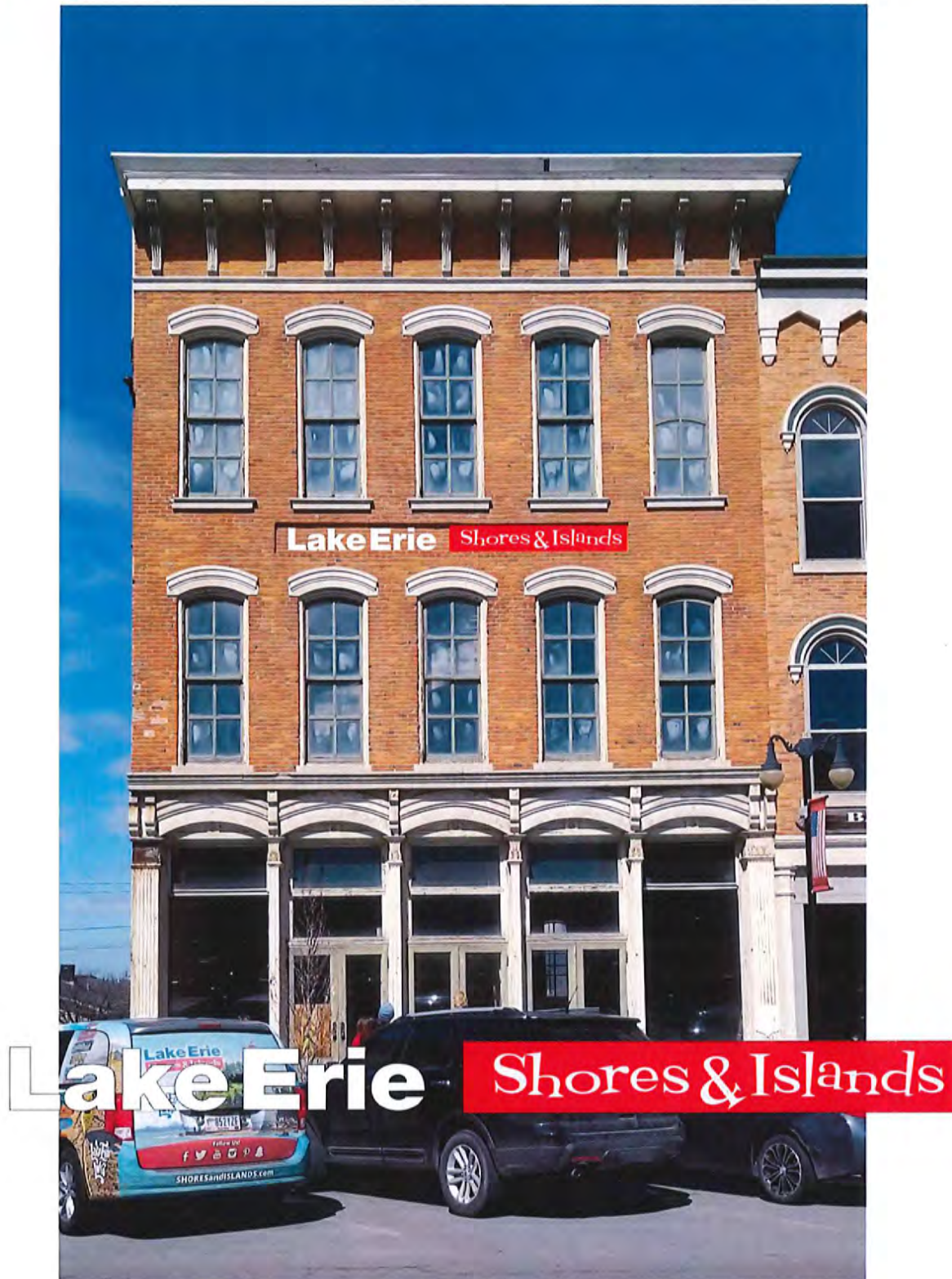
Amount Awarded and terms: _____

CONTACT

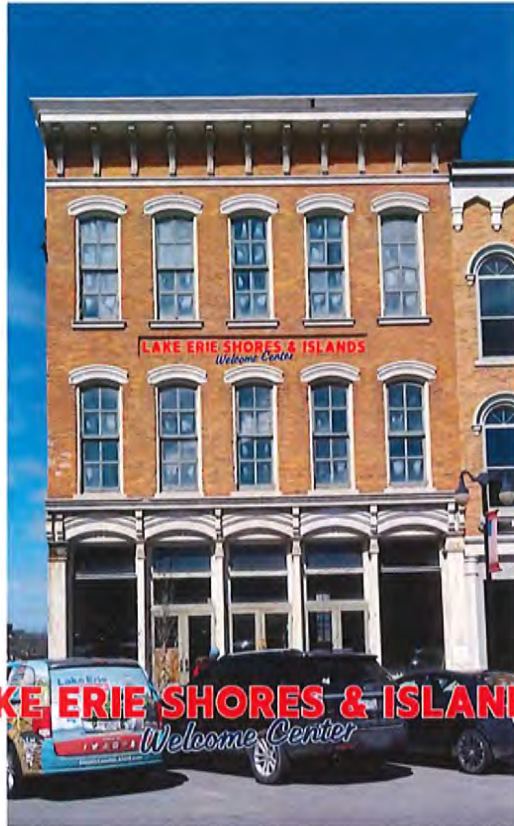
Ms. Maria Muratori, Development Specialist
Department of Community Development
222 Meigs Street
Sandusky, Ohio 44870

Phone: 419.627.5891

Email: mmuratori@cityofsandusky.com

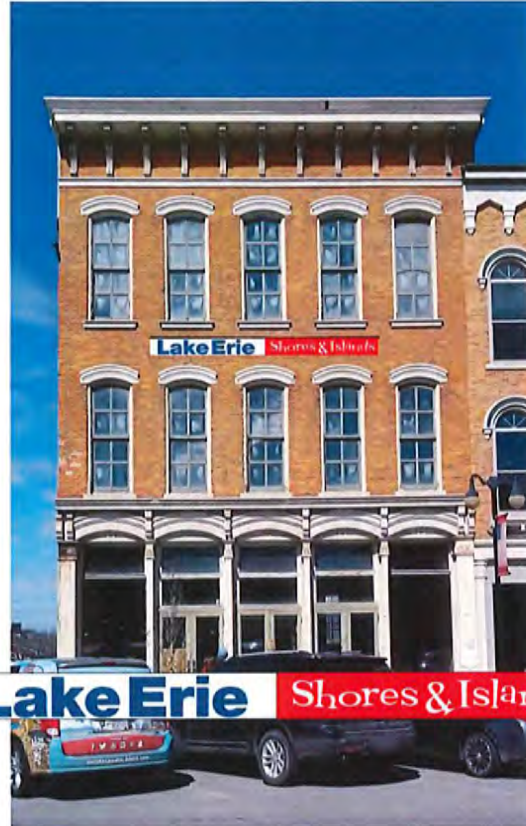


"LAKE ERIE" TO BE FORMED PLASTIC LETTERS, STUD MOUNTED (NO SHOWN HARDWARE). "SHORE & ISLANDS" TO BE ROUTED INTO PVC BOARD WITH THE RED RAISED AREA TO BE DECORATED IN VINYL, COST INSTALLED USING MAN LIFT: \$2,680.00



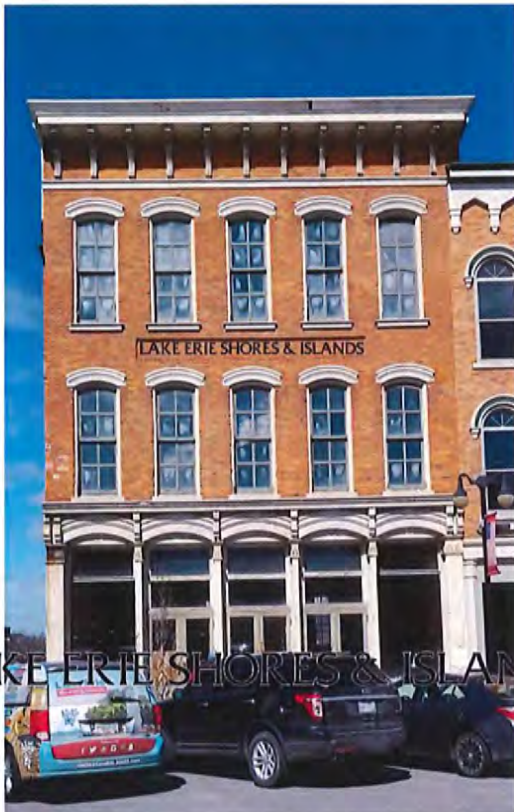
LAKE ERIE SHORES & ISLANDS

\$2,540.00 FLAT CUT ACRYLIC LETERS WITH WHITE GEM-TRIM BORDERS



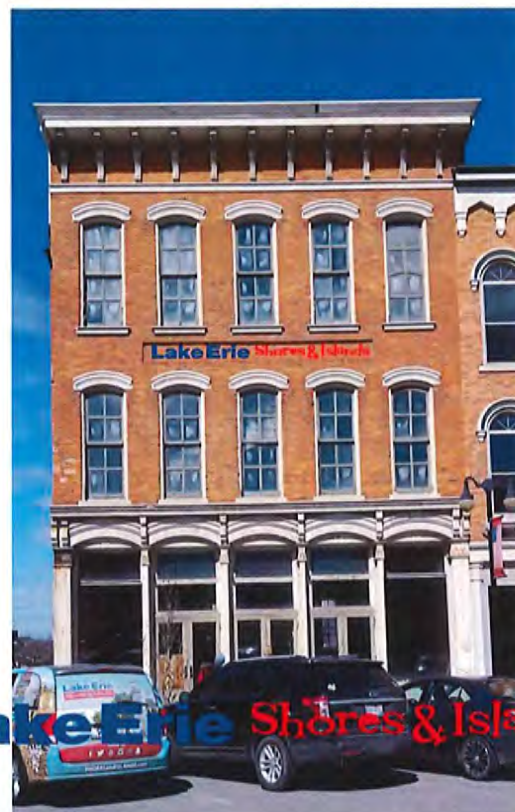
Lake Erie Shores & Islands

\$2,820.00 ROUTED 3/4" THICK PVC BOARD BLUE RAISED AND RED RAISED. WHITE BACKGROUND TO FILL RECTANGLE



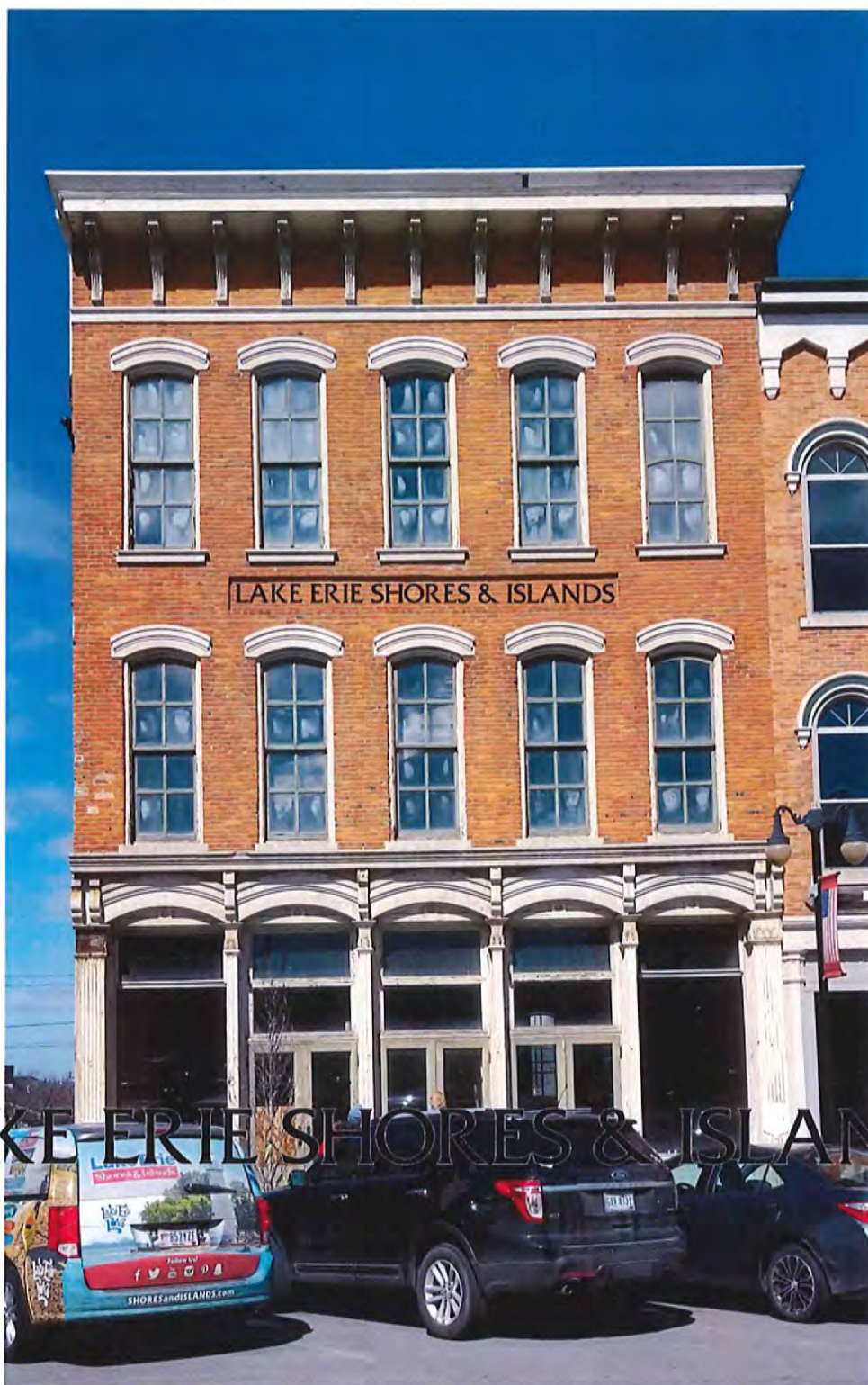
LAKE ERIE SHORES & ISLANDS

\$1,540.00 BLACK FORMED PLASTIC LETTERS



Lake Erie Shores & Islands

\$2,275.00 CUSTOM FORMED PLASTIC LETTERS AND LOGO



LAKE ERIE SHORES & ISLANDS

**\$1,540.00 BLACK FORMED PLASTIC
LETTERS**

Applicant / Borrower Company:

Dawn Weinhardt

(Applicant Name)

VP of Operations

(Title)

Erie County Visitors & Convention Bureau, Inc. dba Lake Erie Shores & Islands

(Company Name – if different than Applicant Name)

4424 Milan Road

(Street Address)

Suite A

(Suite, Apt, etc.)

Sandusky, OH 44870

(City, State, Zip)

419.625.2984

dawn@shoresandislands.com

(Phone Number)

34-1467436

(Email)

419.625.5009

(Federal Tax ID or last 4 of SSN)

(Fax Number)

Existing Business Information:

Type of Business: ☐ Commercial/Retail ☒ Service
☐ Other _____
Legal Structure: Corporation
Primary Product or Service: Destination Marketing and Welcome Center
Date Established: 01/1985 NAICS-SIC Code: 561591
Website (if applicable): www.shoresandislands.com

Principal Officers / Owners:

Name / Title: Jude Hammond, President
Email: jhammond@margarettaschooldistrict.com Phone: 419.357.0818
SSN (last 4): 6942 % Ownership: n/a

Name / Title: Jeff Hoffman, Vice President
Email: mhd97@aol.com Phone: 419.656.1921
SSN (last 4): 3377 % Ownership: n/a

Name / Title: George Ruta, Treasurer
Email: george@rutahotels.com Phone: 419.871.1111
SSN (last 4): 9117 % Ownership: n/a

Name / Title: Brian Peiffer, Secretary
Email: bpeiffer@cedarpoint.com Phone: 419.357.4375
SSN (last 4): 3874 % Ownership: n/a

Location of Proposed Project:

125 East Water Street

(Address)

Sandusky, OH 44870

(City, State, Zip)

Erie

(County)

If a relocation, indicate from where 4424 Milan Rd., Sandusky, OH 44870

Project Type:

☒ Renovation ☐ Expansion ☐ Start-Up/New

Applicant / Business Background Information:

Please provide a brief summary about your background and experience. Please also provide historical information regarding the building or property at which the business will operate, including but not limited to the most recent building use (attach additional page if necessary).

Lake Erie Shores & Islands mission is to grow the region's tourism economy through
collaborative promotion that increases visitor spending and makes Lake Erie Shores & Islands
the ideal place to play, live, and work. Lake Erie Shores & Islands will collaboratively lead the
environmentally sensitive economic and cultural growth of the region as a premier destination
for people from around the world.



Project Description:

Please provide a brief description of the project to be undertaken for which City assistance is being sought. For existing businesses, please specifically describe the business expansion associated with the project. For new businesses, describe the scope of the project (attach additional page if necessary).

This proposed project has two separate elements: Interactive Kiosks and

Charging Station. The Interactive Kiosks will provide residents and visitors a

method to locate restaurants, lodging, shopping, attractions, parks, natural

areas, etc. in the Lake Erie Shores & Islands. Guests will be able to print this

information at the Welcome Center and/or send information from the kiosks to

their personal devices (cell phone, tablets, email, etc.). The Charging Station

will be available to residents and guests at no charge to recharge cell phones

or tablets while gathering information about the area.

Business/Personal References:

Name / Title: _____

Email: _____ Phone: _____

Relationship: _____

Name / Title: _____

Email: _____ Phone: _____

Relationship: _____

Name / Title: _____

Email: _____ Phone: _____

Relationship: _____



Need for ED Funding (N/A for Signage):

Applicants must document a need for ED funding in order to make the project occur. Select reason(s) why ED funds are needed for the project, and attach appropriate documentation.

- ☐ Inadequate equity/private lender financing (attach bank letter/documentation of equity unavailability).
- ☐ Unable to pay market interest rates for entire project (include projections showing market rates produce inadequate return on investment.)
- ☒ Incentive financing is needed in order to improve the economics of locating and expanding in Sandusky relative to other communities (show comparative costs analysis to undertake project in Sandusky versus other cities).
- ☐ Other (please specify): _____



Total Project Cost (itemize below):

Interactive Kiosks: \$7,380.00 each	x2	\$14,760.00
-------------------------------------	----	-------------

Charging Table:	\$ 3,945.00
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Project Total:	\$18,705.00
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Owner Equity (dollars and source):

\$8,705.00 existing funding (lodging tax)

Private Lending (dollars, source, and terms):

N/A

Request for City Assistance (dollars and type):

\$10,000.00

Project Timeline:

Please outline the project timeline. Please include expected completion dates for items including but not limited to obtaining site control, obtaining financing, and construction.

	<u>Start</u>	<u>Complete</u>	<u>N/A</u>
<u>Site Control</u>	10/1/18	2/28/19	
<u>Financing</u>	10/1/18	2/28/19	
<u>Construction</u>	10/1/18	2/28/19	
<u>Other</u>			

Project Impact and Employment (N/A for Signage):

	Current Year	Year One	Year Two	Year Three
Annual Sales Revenue	3,743,090	3,852,294	4,036,762	4,710,467
Annual Payroll	471,500	521,500	547,575	574,955
Current Employment (FTE)	10.87	11.87	11.87	11.87
Average Pay Per Employee	21,431	23,705	24,890	26,134

Project Concept: Use the space below to address the following:

- How does the proposed project relate to a strategic approach to revitalization of the surrounding area?
- Will the project contribute to a change in the market dynamics, economic status, physical appearance or perception of the area?
- Does the project address specific area needs or missing services?

This proposed project has two separate elements: Interactive Kiosks and Charging Station. The Interactive Kiosks will provide residents and visitors a method to locate restaurants, lodging, shopping, attractions, parks, natural areas, etc. in the Lake Erie Shores & Islands. Guests will be able to print this information at the Welcome Center and/or send information from the kiosks to their personal devices (cell phone, tablets, email, etc.). The Charging Station will be available to residents and guests at no charge to recharge cell phones or tablets while gathering information about the area.



Attachments:

The following should be submitted with your ED Application:

- ☐ Map showing location of Project or business
- ☐ Business plan (if applicable)
- ☐ Three years of historical financial statements(if applicable)
- ☐ Three years of projected financial statements(if applicable)
- ☐ Sources of financing including evidence of private funds and matching funds
- ☐ Third party cost estimates, **INCLUDING RENDERINGS** (if applicable)
- ☐ Lease agreement,purchase agreement, or proof of ownership (if applicable)

Attestation of Financial Condition

Do you or your business have any of the following:

	YES	NO
Outstanding collections		<input checked="" type="checkbox"/>
Judgement liens		<input checked="" type="checkbox"/>
Other court judgements		<input checked="" type="checkbox"/>
Delinquent taxes		<input checked="" type="checkbox"/>
Delinquent loans		<input checked="" type="checkbox"/>
Other tax liens		<input checked="" type="checkbox"/>
Previous bankruptcy		<input checked="" type="checkbox"/>
If yes to bankruptcy, has it been fully discharged?		<input checked="" type="checkbox"/>
Real estate that is tax delinquent		<input checked="" type="checkbox"/>
Code violations		<input checked="" type="checkbox"/>
Non-registered rental units		<input checked="" type="checkbox"/>
Real estate that is in foreclosure		<input checked="" type="checkbox"/>



Submission Acknowledgment

The undersigned certifies that he/she is authorized to complete, sign and submit this application on behalf of the applicant/owner. Further, the undersigned certifies that the information contained in this application has been reviewed by him/her and that all information, including exhibits, are, to the best of his/her knowledge, complete and accurate and presents fairly the condition of the applicant and project accurately. Intentionally falsifying information in this document constitutes a criminal offense. The undersigned hereby authorizes the City of Sandusky to investigate the credit worthiness and of the undersigned, and/or applicant. The undersigned understands that information submitted to the City of Sandusky as part of this application is considered a public record. The undersigned also agrees to display signage showing City support on their property for up to one (1) year.

The undersigned understands that additional information may be required to finalize the approval process, and that, if the project is funded, **Economic Development funds cannot pay for projects completed before grant approval and notice of award.** The undersigned also understands that the submission of the application for financial assistance does not automatically constitute approval.

☒ By checking this box, I acknowledge that I have read, understand, and agree to the policies and procedures outlined in this document. I further agree to be interviewed, photographed and/or have my business photographed for Economic Development marketing purposes. If you have questions, please contact the Department of Community Development.

Company Name: Erie County Visitors & Convention Bureau, Inc., dba Lake Erie Shores & Islands

By: Dawn Weinhardt, VP of Operations

(Print or type name and title)

Dawn M. Weinhardt

(Signature)

3/21/18

(Date)

Inter-Office Use Only

State the date, time, and City staff member(s) present at the pre-application meeting:

4/5/18 9am Maria Muratori + other meetings

Date of Completed Application Submittal: 3/22/18

Staff Reviewer: M Muratori

Date of Committee Review: 4/10/18

Approve/Deny: _____

Amount Awarded and terms: _____

CONTACT

Ms. Maria Muratori, Development Specialist
Department of Community Development
222 Meigs Street
Sandusky, Ohio 44870

Phone: 419.627.5891

Email: mmuratori@cityofsandusky.com

SAVE

EXPLORE

PLAN

EAT

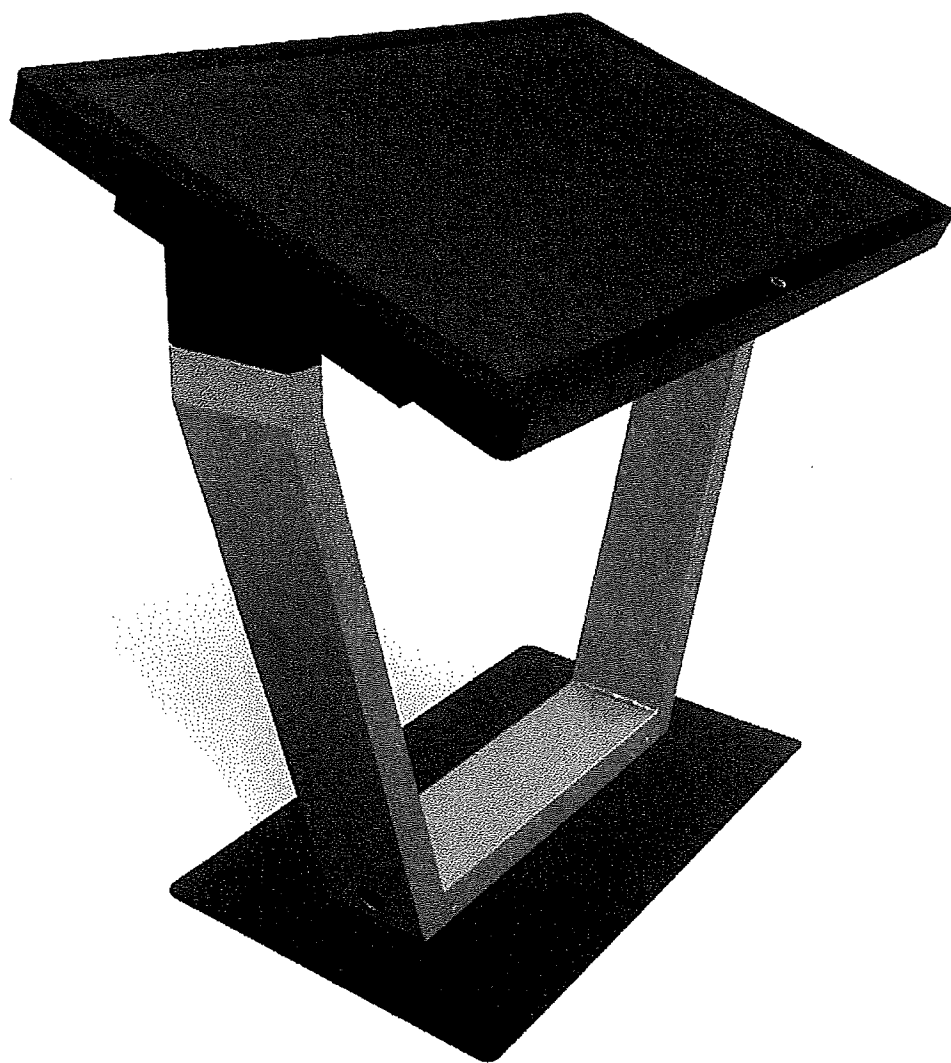
PLAY

STAY



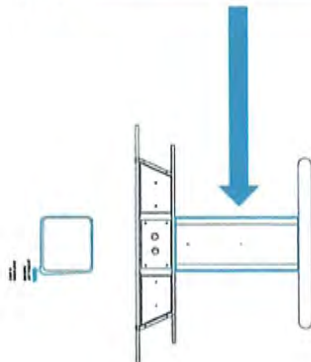
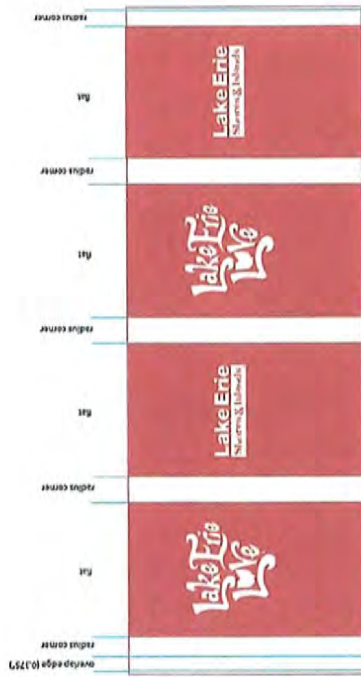
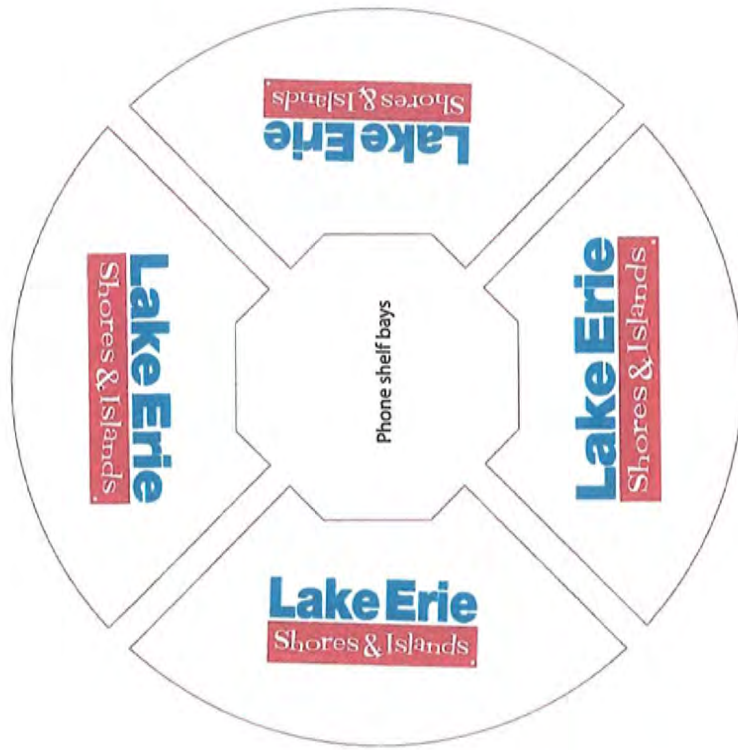
Lake Erie

Shores & Islands®





Lake Erie
Shores & Islands®



Touch Screen Display Estimate

Touch Screen Displays

T4 - 24" PCAP Touch Screen	\$1,919
T4 - 32" PCAP Touch Screen	\$2,419
T4 - 42" PCAP Touch Screen	\$3,899
T46 - 46" PCAP Touch Screen	\$4,880
T5 - 55" 4K PCAP Touch Screen	\$5,490
T6 - 65" 4K PCAP Touch Screen	\$6,950
T8 - 86" 4K PCAP Touch Screen	\$14,980

Integrated PC's (Optional)

i5 Mini PC w/ Windows	- \$1,150
i7 Mini PC w/ Windows	- \$1,350
Mini PC w/ Android OS	- \$375

(Tax and shipping not included)



Touch Table Estimate

Touch Screen Displays

T4 - 42" PCAP Touch Screen	\$5,049
T46 - 46" PCAP Touch Screen	\$6,030
T5 - 55" 4K PCAP Touch Screen	\$6,740
T6 - 65" 4K PCAP Touch Screen	\$8,600
T8 - 86" 4K PCAP Touch Screen	\$23,880

Integrated PC's (Optional)

i5 Mini PC w/ Windows	- \$1,150
i7 Mini PC w/ Windows	- \$1,350
Zotac i7 PC	- \$2,400

(Tax and shipping not included)



Tilted Touch Table Estimate

Tilted Touch Screen Table

T4 - 42" Touch Screen Table	\$5,249
T46 - 46" Touch Screen Table	\$6,230
T5 - 55" 4K Touch Screen Table	\$6,840
T6 - 65" 4K Touch Screen Table	\$8,300

Integrated PC's (Optional)

i3 Mini PC w/ Windows	- \$750
i5 Mini PC w/ Windows	- \$1,150
i7 Mini PC w/ Windows	- \$1,350
Mini PC w/ Android OS	- \$375

(Tax and shipping not included)



Touch Kiosk Estimate

Touch Screen Kiosks

24" Touch Kiosk	\$2,869
32" Touch Kiosk	\$3,369
42" Touch Kiosk	\$5,049
46" Touch Kiosk	\$6,030
55" 4K Touch Kiosk	\$6,640
65" 4K Touch Kiosk	\$8,480

PC's (Optional)

mini PC w/ Android OS	- \$375
i3 mini PC w/ Windows	- \$750
i5 mini PC w/ Windows	- \$1,150
i7 mini PC w/ Windows	- \$1,350

(Tax and shipping not included)



24" Touch Kiosk
DTS-2410T



32" Touch Kiosk
DTS-3210T



42" Touch Kiosk
DTS-4210T



46" Touch Kiosk
DTS-4610T



55" Touch Kiosk
DTS-5510T

Touch Drafting Table Estimate

PCAP Touch Screen

T4 - 42" Touch Drafting Table	\$6,779
T46 - 46" Touch Drafting Table	\$7,760
T5 - 55" 4K Touch Drafting Table	\$8,370
T6 - 65" 4K Touch Drafting Table	\$9,830

PC's (Optional)

Mini PC w/ Android OS	- \$375
i3 Mini PC w/ Windows	- \$750
i5 Mini PC w/ Windows	- \$1,150
i7 4K Mini PC w/ Windows	- \$1,350

Add Ons (Optional)

Locking Casters	- \$125
Actuating Keyboard Tray	- \$349

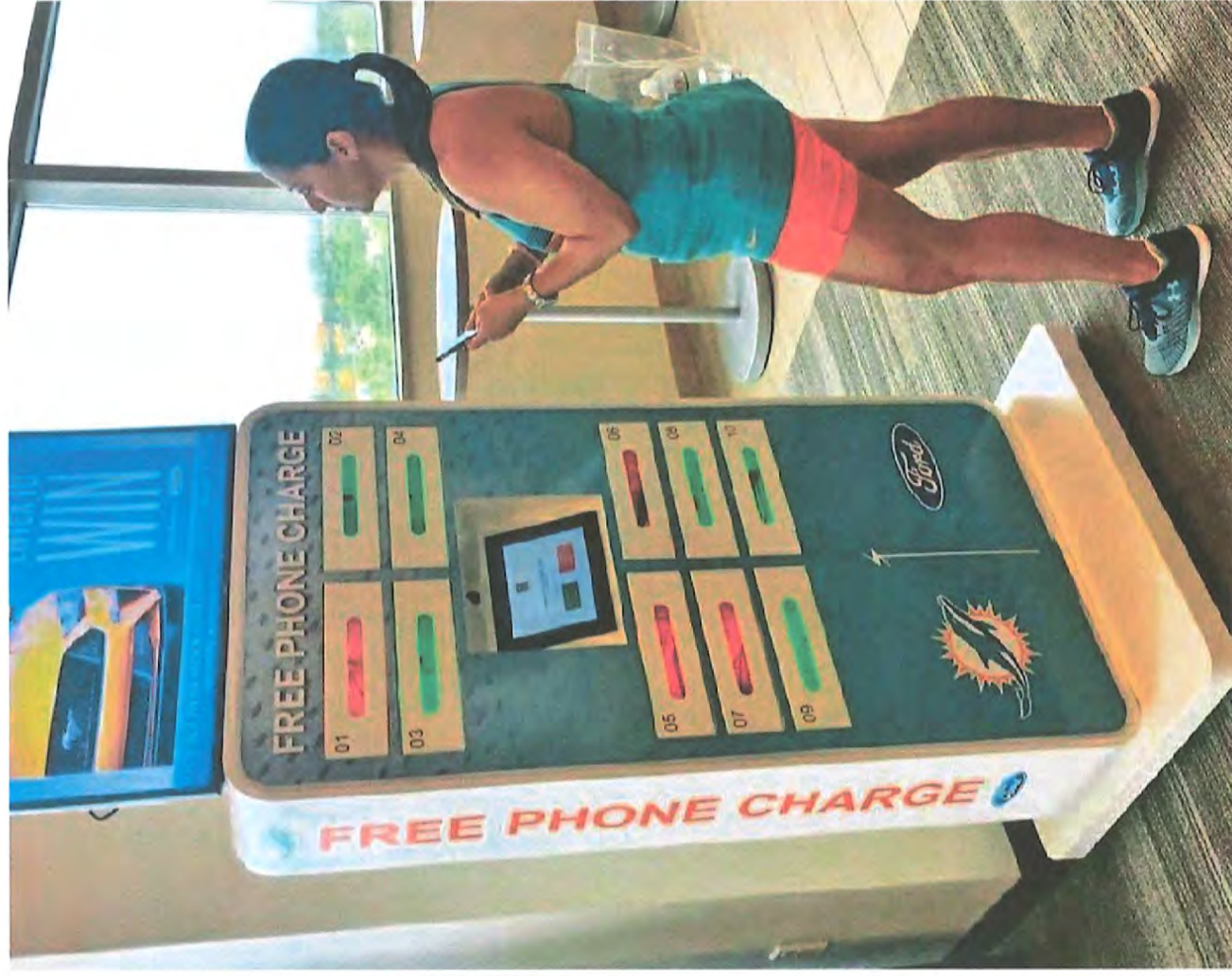
(Tax and shipping not included)



goCharge

PURCHASE BROCHURE

Michael Dominguez
Vice President of Business Development
mdominguez@gochargenetworks.com
646-661-1243





goCharge offers the largest lineup of charging tables, stations and lockers in the country. No matter what your application is, we have the solution you're looking for.



Conferences, events, hospitals, universities, festivals, stadiums, or malls, and virtually any other application, goCharge Stations greatly enhance customer affinity and provide an outstanding opportunity to increase brand exposure, while providing a much-needed amenity.



SPONSORS GAIN A CAPTIVE AUDIENCE
OUR TABLES AND STATIONS ENCOURAGE FACE-TO-FACE INTERACTION WHILE DEVICES ARE CHARGING.



EXPOSURE FOR YOUR BRAND
CUSTOMIZE OUR CHARGING STATIONS WITH YOUR LOGO AND BRANDING.



KEEP EVERYONE CONNECTED
WHETHER IT'S TO THEIR OFFICE, FAMILY OR A SAFE RETURN HOME.



FLEXIBLE DELIVERY OPTIONS & RELIABLE CUSTOMER SERVICE
WE'LL DELIVER YOUR STATION TO WHEREVER YOU NEED IT, WHENEVER YOU WANT IT. AND WE'RE ALWAYS AVAILABLE FOR CUSTOMER SERVICE AND MAINTENANCE ASSISTANCE.



COMPATIBLE WITH ALL MOBILE DEVICES
EACH STATION PROVIDES THE LATEST CHARGING CORDS, COMPATIBLE WITH ALL DEVICES.

Be sure to ask about our volume discounts!



CHARGING TABLES

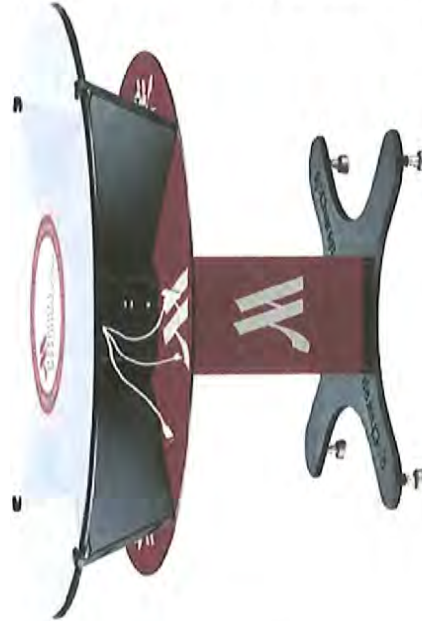
- Sturdy Steel Construction
- Ample Room for Custom Branding
- Charge up to 24 Devices
- iPhone Lightning, USB-C & Micro USB Cord in Every Charging Bay
- 8 USB ports and 4 AC outlets
- Tempered Glass with Spill Proof Edges

The HiTop and Coffee Charging Tables are one of our most popular stations; they are a great addition to any restaurant, bar, food court, university, corporate lunchroom or lounging area. You'll find our custom tables in just about every Major League Baseball stadium and numerous arenas throughout the country.

****NEW FOR 2018****

Wireless capacity
upgrade available

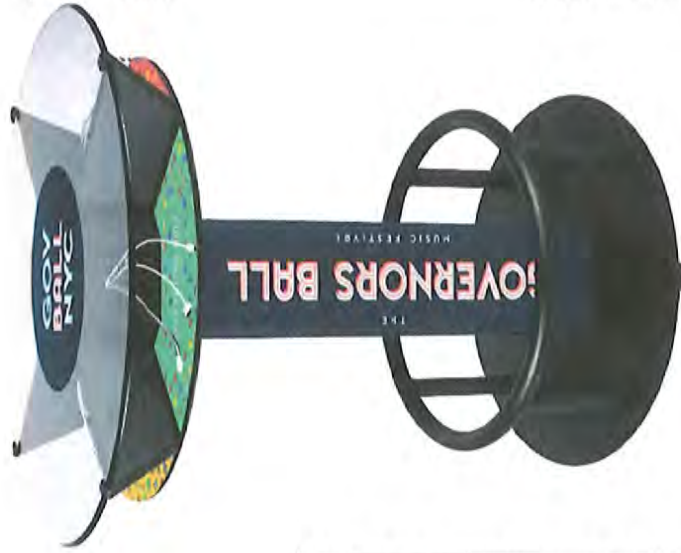
COFFEE



42"D x 19"H

Weight: 155 lbs.

HI-TOP



36"D x 42"H

Weight: 180 lbs.

\$2,895

Custom Branding
\$550

SHIPPING NOT INCLUDED

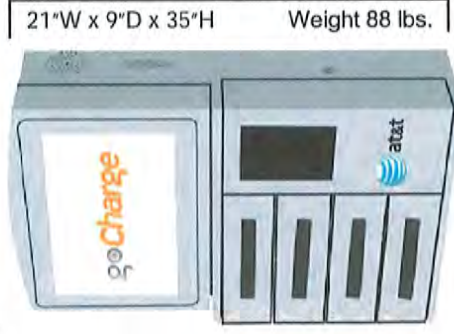


FALCON KIOSKS

- Optional 32" or 40" HD Monitor & Media Player
- Ample Room for Custom Branding
- Phone or Tablet Sized Lockers
- iPhone Lightning, USB-C & Micro USB Cord in Every Charging Bay
- Easy to Move - 4 Lockable Casters
- Glowing LED Lights

The Falcon is our newest model and comes in three sizes featuring 10, 6 or 4 secured lockers with solenoid locks and easy-to-use touch screens. These attractive charging stations will stand out in any location.

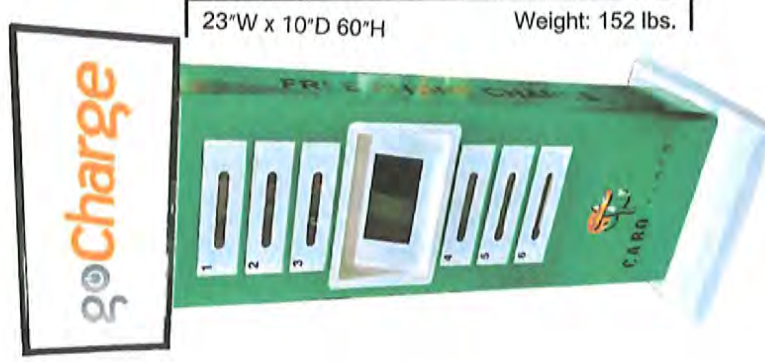
Falcon 4 (wall-mountable)



\$3,995

Custom Branding
\$450

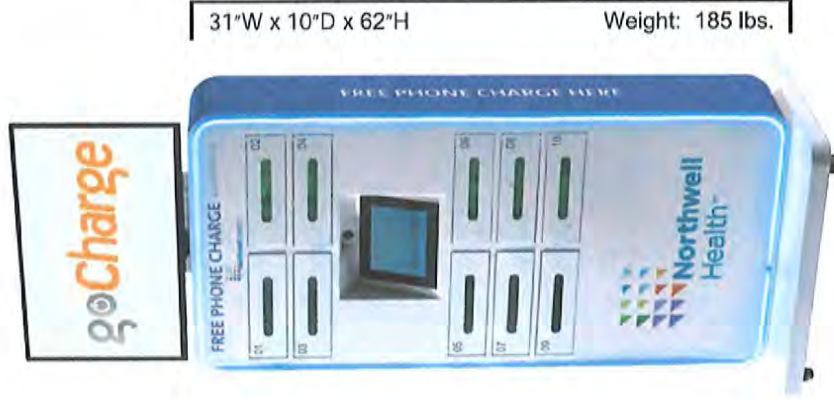
Falcon 6



\$4,695

Custom Branding
\$550
32" Monitor \$350

Falcon 10



\$4,995

Custom Branding
\$550
32" Monitor \$350

SHIPPING NOT INCLUDED



POWERPLAY

- Double Shelf or Single Shelf
- Lockers or Open Bay
- Phone or Tablet Sized Lockers
- iPhone Lightning, USB-C & Micro USB Cord in Every Charging Bay
- Optional HD 19" Monitor

These versatile charging stations can either sit on a counter or be mounted to a wall. With a variety of branding opportunities and multiple options, the PowerPlay is easily portable and will fit in almost any setting.



25"W x 9"D x 13.5"H
Weight: 55 lbs.

DOUBLE SHELF
Open Bay **\$995**
Digital Locks **\$2,195**



25"W x 9"D x 9"H
Weight: 35 lbs.

SINGLE SHELF
Open Bay **\$795**
Digital Locks **\$1,295**

Branding \$150

19" Monitor \$250

SHIPPING NOT INCLUDED



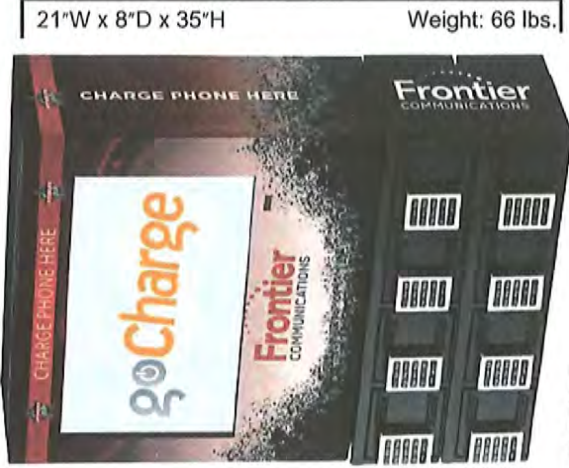
Orion

- Double Shelf or Single Shelf
- Lockers or Open Bay
- iPhone Lightning, USB-C & Micro USB Cord in Every Charging Bay
- Built-In HD 19" Monitor

These charging stations can either sit on a counter or be mounted to a wall. Choose one shelf or two and lockers or open bays, and make the Orion the perfect model to fit your needs.



DOUBLE SHELF
Open Bay **\$2,150**
Digital Locks **\$3,295**
Branding \$450



21"W x 8"D x 35"H

Weight: 66 lbs.



SINGLE SHELF
Open Bay **\$1,650**
Digital Locks **\$2,400**
Branding \$450



21"W x 8"D x 24"H

Weight 49 lbs.

SHIPPING NOT INCLUDED



CHARGING KIOSKS

- Optional 32" or 40" H Monitor & Media Player
- Ample Room for Custom Branding
- Phone & Tablet Sized Charging Bays
- iPhone Lightning, USB-C & Micro USB Cord in Every Charging Bay
- Easy to Move - 4 Lockable Casters
- Glowing LED Lights

These free-standing kiosks are a best seller for both purchases and rentals. They're sleek, versatile kiosks complete with 10 charging bays (8 for phones and 2 for tablets). Choose open bays or easy-to-use lockers for a safe and secure environment devices are charging.

ATLAS

(with lockers)



26"W x 5"D x 60"H

Weight: 155 lbs.



\$4,595

Custom Branding \$550
32" Monitor \$350

ZEUS

(open bay)



26"W x 5"D x 60"H

Weight: 135 lbs.

\$4,995

Custom Branding \$550
32" Monitor \$350

SHIPPING NOT INCLUDED



OUTDOOR CHARGING STATIONS

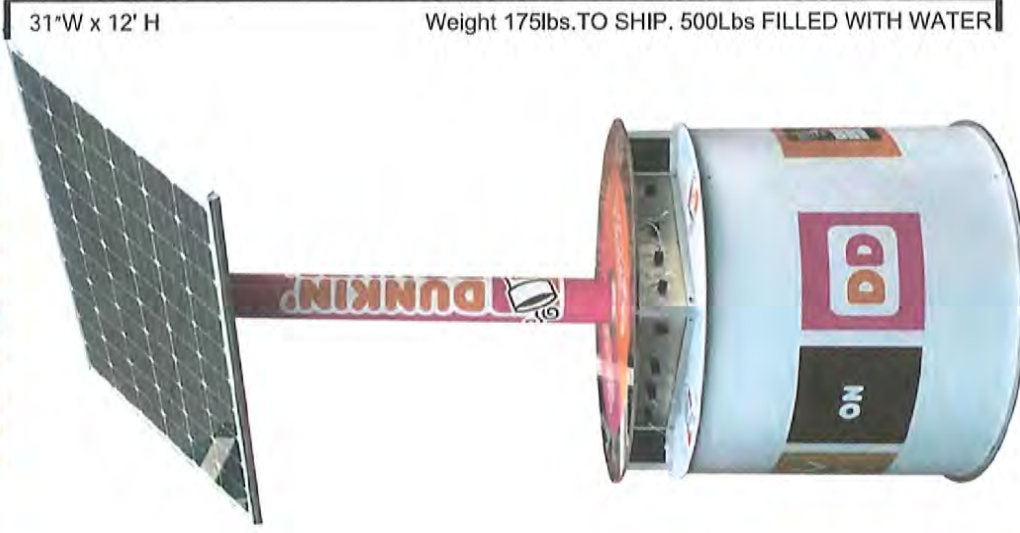
- Ample Room for Custom Branding
- iPhone Lightning, USB-C Type & Micro USB in Every Charging Bay
- Glowing LED Lights
- Eagle:
 - Dual-Sided
 - 32" HD Monitor & Media Player
 - 40 Charging Lockers, 20 Each Side

This robust, indoor/outdoor charging station offers 40 lockers and a HD Monitor on both sides, perfect for servicing large crowds.

- Solar System:
 - 12 Charging Cords
 - 8 Female USB Ports

Suitable for all weather conditions, the Solar System is completely powered by the sun and runs on battery power for up to 12 hours once the sun goes down. Next time you're at a Live Nation Arena, check out the crowds gathered around our Solar System charging stations.

SOLAR SYSTEM



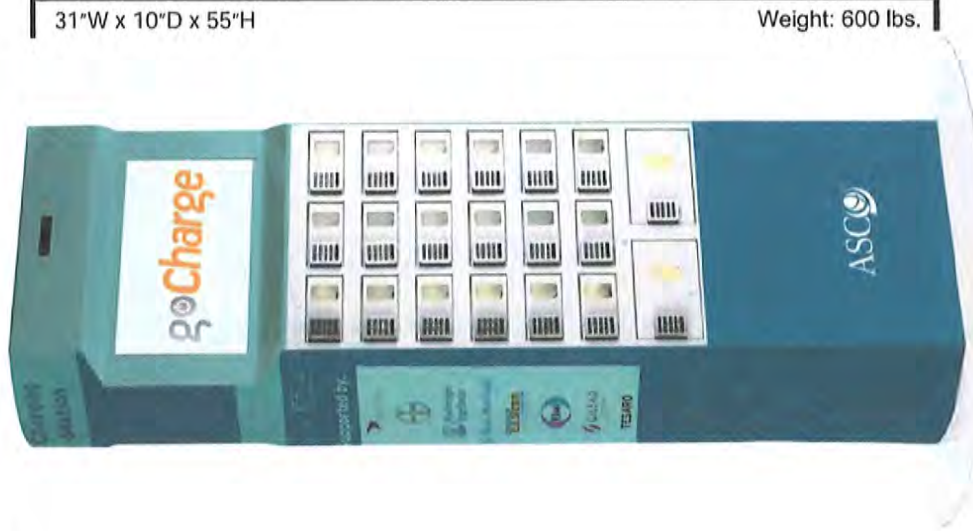
31"W x 12' H

Weight 175lbs.TO SHIP. 500lbs FILLED WITH WATER

\$9,995

Custom Branding
\$995

EAGLE



31"W x 10"D x 55"H

Weight: 600 lbs.

SHIPPING NOT INCLUDED



FAQs

WHAT ARE THE SPECIFIC ELECTRICAL REQUIREMENTS?

Easy. Plug and play. Our kiosks work off standard household outlets and have a similar draw of a laptop computer when fully utilized. We can also accommodate the power requirements in countries outside the US as well. Our kiosks are very easy to operate and simple to set up.

ARE THERE ANY OTHER COSTS I NEED TO KNOW ABOUT?

Prices quoted do not include tax, shipping or additional services such as installation or graphic design assistance.

WHAT HAPPENS IF A CHARGING CORD BREAKS?

Contact your sales manager for a replacement cord. Cords can be replaced by a goCharge technician or by yourself.

HOW OFTEN CAN WE CHANGE THE ADS THAT RUN ON THE HD SCREENS?

As often as you please! Just load the content onto a standard thumb drive and plug it into the media player in the charging station. The content will begin to stream almost instantly.

WHAT IF SOMEONE FORGETS THEIR PIN CODE?

No PIN – No Problem! We provide you with an Bypass Key that will allow you to open the kiosk if someone's mobile device gets locked inside.

CAN I RENT OR LEASE A CHARGING STATION?

Absolutely! We have flexible lease and rental prices.

WHAT IS THE PROCESS IF I WANT SPECIAL GRAPHICS ON MY CHARGING STATION?

The process is simple. Upon your order, we will send you templates and easy instructions to produce the artwork and upload it.

DO YOU HAVE A SERVICE & MAINTENANCE PROGRAM?

We provide a one-year warranty on Charging Stations and 90 days on Charging Cords. We can also offer a service & maintenance package or service visits as needed - within 24 hours of notification.

Maria Muratori

From: James Ervin <info@sanduskysegwave.com>
Sent: Thursday, April 5, 2018 2:26 PM
To: Maria Muratori
Subject: Re: LESI - Reference

Good Afternoon Maria,

I am happy to comment on LESI and their unique ability to partner with business', and especially new business'.

A) My relationship with LESI is that we are linked by our (Sandusky Segwave) advertisement in the LESI travel guide. Ohio's largest distributed resource for the coastal Ohio traveler/guest. Listings are well done and very well received. The relationship is not only formal, but informal as well, as to where we are always helping each other in small ways. Hence the latest article which I believe most of Sandusky by now is well aware of the article recently in the Columbus Underground. Sandusky was featured with a brilliant light upon our coming vibrance of being more than just Cedar Point. It highlighted our "off" season ability to still draw guests to Sandusky. That article was possible because LESI brought the group together with reps from the Ohio Grape Growers Association, and 4 travel bloggers in which 2 were from Detroit and 2 from Columbus, and especially the one who wrote the article.

LESI asked me to lead a Segway tour and give the guests the red carpet treatment, which according to the article, I did quit well. This example happened many times over the summer of 2017 and I can only imagine with the company relocation to downtown Sandusky, how they will be a HUGE draw for visitors to come into downtown Sandusky and experience our renaissance.

B) They understand the importance and in my opinion, this move will drive guests to our city, especially downtown to our area.

The convenience of having tourist information so close will drive all small business' which may or may not be tourism related.

Signage hopefully will be bold. I like the idea of interactive devices, they are highly tech motivated and deliver a good product.

C) I think you can tell, I am grateful to them for the relationship which helps small business' grow. I like the idea of having them close to and involved in growing our downtown. I see no negatives in their relocation.

Thanks!

Jim Ervin

Sandusky Segwave

On Thu, Apr 5, 2018 at 1:10 PM, Maria Muratori <mmuratori@ci.sandusky.oh.us> wrote:

Hello Mr. Ervin,

LESI indicated you as a reference on its economic development grant application with the City of Sandusky. Please speak to the following regarding its current project:

- What is your relationship with LESI?
- What is your confidence in its ability to successfully relocate downtown and install signage and interactive devices at its new location?
- Is there any other information you would like to share regarding LESI?

Thank you for your help.



Maria Muratori | *Development Specialist*
COMMUNITY DEVELOPMENT
222 Meigs Street | Sandusky, OH 44870
T: 419.627.5891 | F: 419.627.5713
www.ci.sandusky.oh.us



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April 10, 2018

Economic Development Incentive Committee Summary

**Deborah Neill and Jacqueline Sennish / Mabel & Ethel's Quilt Shoppe, LLC, dba M&E Quilt Shoppe
("M&E")**

APPLICANT: Deborah J. Neill and Jacqueline Sennish
279 East Market Street
Sandusky, Ohio 44870

CORPORATE STRUCTURE: Ohio Limited Liability Company

PRINCIPAL/% OWNERSHIP: Deborah Neill – Owner 50%
Jacqueline Sennish – Owner 50%

PROGRAM APPLIED FOR: Small Business Assistance

RECOMMENDATION: \$8,399.99 Small Business Assistance grant; contingent upon obtaining title reports, obtaining all relevant permits, submitting before and after photographs, and displaying temporary signs during construction and a sign for at least one year upon completion noting the City of Sandusky's support. This project will be complete by 7/31/2018.

This project helps an existing business to expand its offerings and increase employment by offering a unique service to existing and potential patrons.

BACKGROUND

Ms. Neill previously owned and operated Decorizons Custom Framing for 35 years and Ms. Sennish was the Administrative Assistant for the GM of Buckeye CableSystem for 24 years. The partners formed M&E in October 2013 – opening the doors in February 2014. After being in business for two years, M&E was chosen in Spring of 2016 as one of the top ten quilt shops featured in Better Homes & Gardens Quilt Sampler Magazine which has a circulation of 265,000. This exposure resulted in M&E becoming a destination shop with customers from all over the country and world.

PROJECT DESCRIPTION

M&E is looking to expand its offerings to customers which will enhance it as a unique destination. M&E would like to add two (2) Babylock Coronet long arm quilting machines. M&E will work with Pins & Needles as a satellite dealer and receive commission on every sale it makes for a Coronet. M&E will be able to show and sell this product and also will be able to rent time out on these products for customers who need access – this is a service even JoAnn Fabrics does not offer.

PROJECT FINANCING

The project sources and uses are as follows:

<u>Uses</u>	
Babylock Coronet Quilting Machines (2)	\$ 13,999.98
Total	\$ 13,999.98
<u>Sources</u>	
Private Lending	\$ 5,599.99
Grant Request - Small Business Assistance	\$ 8,399.99
Total	\$ 13,999.98
Leverage	1.7

The recommended total grant amount of \$8,399.99 is equivalent to approximately 60% of the total project costs (in line with program guidelines) and will leverage private dollars approximately 1.7x.

M&E plans to hire one 0.5 FTE in year one and one additional FTE by year three.

FINANCIAL SUMMARY – BUSINESS

M&E's annual revenue is \$150,000 and its annual payroll is \$41,600. It expects double digit sales growth next year.

RECOMMENDATION

I recommend an \$8,399.99 Small Business Assistance grant to support this project. This project will help an existing business with its expansion efforts. M&E is a unique retailer in the business district and the addition of the quilting machines will provide a unique service to existing and potential patrons.

Applicant / Borrower Company:

Deborah J. Neill and Jacqueline A. Sennish

(Applicant Name)

Co-Owners

(Title)

M&E Quilt Shoppe Mabel & Ethel's Quilt Shoppe, LLC

(Company Name – if different than Applicant Name)

279 E. Market Street

(Street Address)

(Suite, Apt, etc.)

Sandusky, OH 44870

(City, State, Zip)

419-502-9123

(Phone Number)

46-3841444

(Federal Tax ID or last 4 of SSN)

me@mequiltshoppe.com

(Email)

(Fax Number)

Existing Business Information:

Type of Business: ☒ Commercial/Retail

☐ Service

☐ Other _____

Legal Structure: Partnership - LLC

Primary Product or Service: Quilting Fabrics and Notions

Date Established: October 2013

NAICS-SIC Code: _____

Website (if applicable): www.mequiltshoppe.com

Principal Officers / Owners:

Name / Title: Deborah J. Neill

Email: me@mequiltshoppe.com

Phone: 419-502-9123

SSN (last 4): 8196

% Ownership: 50

Name / Title: Jacqueline A. Sennish

Email: me@mequiltshoppe.com

Phone: 419-502-9123

SSN (last 4): 1526

% Ownership: 50

Name / Title: _____

Email: _____

Phone: _____

SSN (last 4): _____

% Ownership: _____

Name / Title: _____

Email: _____

Phone: _____

SSN (last 4): _____

% Ownership: _____

Location of Proposed Project:

279 E. Market Street

(Address)

Sandusky, OH 44870

(City, State, Zip)

Erie

(County)

If a relocation, indicate from where _____

Project Type:

☐ Renovation

☒ Expansion

☐ Start-Up/New

Applicant / Business Background Information:

Please provide a brief summary about your background and experience. Please also provide historical information regarding the building or property at which the business will operate, including but not limited to the most recent building use (attach additional page if necessary).

Debbie and Jackie have been friends for over 25 years and business associates for the past 4 years. Debbie previously owned and operated Decorizons Custom Framing for 35 years and Jackie was the Administrative Assistant for the GM of Buckeye CableSystem for 24 years. Both of them joined forces in October 2013 to form M&E Quilt Shoppe opening their doors in February of 2014. After only being in business for 2 years they were chosen in the Spring of 2016 as one of the Top 10 Quilt Shops featured in Better Homes & Gardens Quilt Sampler Magazine which has a circulation of 265,000. This honor is one that some quilt shops never achieve. This exposure lead to us being a destination shop having had customers come from all over the country even including South Africa, Australia and Europe. M&E Quilt Shoppe is located at 279 E. Market Street in a historical building which has been a part of downtown Sandusky since 1884. Being a female/minority owned business we feel that in our 4 years of operation we have contributed to the revitalization of downtown Sandusky.

Project Description:

Please provide a brief description of the project to be undertaken for which City assistance is being sought. For existing businesses, please specifically describe the business expansion associated with the project. For new businesses, describe the scope of the project (attach additional page if necessary).

We are looking to expand our offerings to our customers in a few areas that will make us unique and increase the appeal of being a destination shop.

1, The first area of expansion would be the addition of two Babylock Coronet long arm quilting machines. Due to the smaller size of our shop we are not able to become a full Babylock Dealer, but would be working with Pins & Needles as a satellite dealer therefore getting a commission on every sale we make for a Coronet. The two Coronets are a better fit for our shop not only due to space constraints but also price, since one larger long arm can start at \$25,000+. Not only will we be able to show them and sell them, but we would be able to rent time out on them for our customers who don't currently have access to one of their own. There is a high demand in the area for this service, even a big box store like Joann Fabrics doesn't offer this service. These machines would also help reduce the amount of expense we currently incur for samples in our shop by having to outsource this service. This expansion would add revenue and also decrease expenses.

Continued on next page:

Business/Personal References:

Name / Title: Judy Hyatt-Smith / Controller-Sortino Management

Email: judyhyattjm@aol..com

Phone: 419-271-3099

Relationship: Friend / Customer

Name / Title: Carolyn Griffin / Sales Rep-Checker Dist.

Email: cgriffin@checkerdist.com

Phone: 419-309-6994

Relationship: Supplier

Name / Title: Brett Gerber / SVP-Vacationland Federal Credit Union

Email: bgerber@vlgu.org

Phone: 419-625-9025 ext 1339

Relationship: Banker

PROJECT DESCRIPTION CONTINUED:

2. The second offering which would be unique to the area would be the addition of a FabricMaker-HD Digital Fabric Printing System. This would allow us to print digital fabrics both personally designed by us and/or our customers. It can also be used for the transferring of photos/designs onto fabrics to be used in quilts. This will also enable us to make unique fabric offerings featuring local landmarks such as the Boy with the Boot statue, etc. We will be participating this summer for the 5th year in a nationwide Shop Hop and we would like to feature something printed from the Merry-Go-Round Museum in our project. We would be able to print and include pictures of the carousels, which would also appeal to visitors to our area for the bicentennial celebration.

3. Our third expansion is the purchasing of a Twice as Sharp Professional Scissors Sharpener to be able to offer scissor/knife sharpening to our customers. This would also be a unique offering that we could make available outside during the summer on Saturdays for those visiting the Farmer's Market. Currently our customer base has a hard time finding someone for this service.

Need for ED Funding:

Applicants must document a need for ED funding in order to make the project occur. Select reason(s) why ED funds are needed for the project, and attach appropriate documentation.

- ☐ Inadequate equity/private lender financing (attach bank letter/documentation of equity unavailability).
- ☐ Unable to pay market interest rates for entire project (include projections showing market rates produce inadequate return on investment.)
- ☐ Incentive financing is needed in order to improve the economics of locating and expanding in Sandusky relative to other communities (show comparative costs analysis to undertake project in Sandusky versus other cities).
- ☒ Other (please specify): Currently most of our available funding is being used for the purchase of inventory/monthly expenses.

We currently have a Business Line of Credit with Vacationland Federal Credit Union (\$8,000) and a Company Credit Card (\$15,000).

Project Source & Use Of Funds:

Break out total project costs by use of funds and allocate each use cost by source (attach additional page if necessary).

Total Project Cost (itemize below):

2 Babylock Coronet Quilting Machines with Frames MSRP \$13,999.98. *MM*
(The price for these may end up being less once the satellite dealership contract is put into place.) *Wright room in*

~~1 FabrickMaker-HD Digital Fabric Printing System \$1009.00.~~ *MM* *PK*

~~1 Twice as Sharp Professional Scissors Sharpener \$449.50.~~ *MM*

Owner Equity (dollars and source):

If necessary we could do 5% of request \$775.00, this would be an owner contribution.

\$5,599.99 MM

Private Lending (dollars, source, and terms):

** on credit card
* 0% on card.*

Request for City Assistance (dollars and type):

Total Amount \$15,458.48

This total excludes any taxes and shipping charges that would be incurred.

\$8,399.99 MM

- MM*
- cushys bring in quilts do selves
 - others quilt for cushys
 - some machines 25-30k (cost/space prohibitive)

Project Timeline:

Please outline the project timeline. Please include expected completion dates for items including but not limited to obtaining site control, obtaining financing, and construction.

	<u>Start</u>	<u>Complete</u>	<u>N/A</u>
<u>Site Control</u>	<hr/>		
<u>Financing</u>	<hr/>		
<u>Construction</u>	<hr/>		
<u>Other</u>	<p>Fabric Digital Printing machine would be needed around May 1st.</p> <hr/> <p>All other areas of expansion are negotiable as to a start date.</p>		

Project Impact and Employment:

	Current Year	Year One	Year Two	Year Three
Annual Sales Revenue	150,000	175,000	185,000	195,000
Annual Payroll	41,600	54,600	68,640	83,720
Current Employment (FTE)	2	2.5	3	3.5
Average Pay Per Employee	\$10.00/hr	\$10.50/hr	\$11.00/hr	\$11.50/hr

Project Concept: Use the space below to address the following:

- How does the proposed project relate to a strategic approach to revitalization of the surrounding area?
 - Will the project contribute to a change in the market dynamics, economic status, physical appearance or perception of the area?
 - Does the project address specific area needs or missing services?
- * Our proposed enhancements will be bringing more people into the downtown who will not only shop at our store, but patronize the area restaurants and hotels.
- * Our proposed enhancements will not necessary impact the physical appearance of our shop or area on the outside, but as stated above will bring more spending dollars to the area.
- * Our proposed enhancements would all be unique to the area filling needs by quilters that is not currently available.

Attachments:

The following should be submitted with your ED Application:

- ☒ Map showing location of Project or business
- ☐ Business plan (if applicable)
- ☐ Three years of historical financial statements(if applicable)
- ☐ Three years of projected financial statements(if applicable)
- ☐ Sources of financing including evidence of private funds and matching funds
- ☐ Third party cost estimates, **INCLUDING RENDERINGS** (if applicable)
- ☒ Lease agreement,purchase agreement, or proof of ownership (if applicable)

Attestation of Financial Condition

Do you or your business have any of the following:

	YES	NO
Outstanding collections		X
Judgement liens		X
Other court judgements		X
Delinquent taxes		X
Delinquent loans		X
Other tax liens		X
Previous bankruptcy		X
If yes to bankruptcy, has it been fully discharged?		
Real estate that is tax delinquent		X
Code violations		X
Non-registered rental units		X
Real estate that is in foreclosure		X

Submission Acknowledgment

The undersigned certifies that he/she is authorized to complete, sign and submit this application on behalf of the applicant/owner. Further, the undersigned certifies that the information contained in this application has been reviewed by him/her and that all information, including exhibits, are, to the best of his/her knowledge, complete and accurate and presents fairly the condition of the applicant and project accurately. Intentionally falsifying information in this document constitutes a criminal offense. The undersigned hereby authorizes the City of Sandusky to investigate the credit worthiness and of the undersigned, and/or applicant. The undersigned understands that information submitted to the City of Sandusky as part of this application is considered a public record. The undersigned also agrees to display signage showing City support on their property for up to one (1) year.

The undersigned understands that additional information may be required to finalize the approval process, and that, if the project is funded, **Economic Development funds cannot pay for projects completed before grant approval and notice of award.** The undersigned also understands that the submission of the application for financial assistance does not automatically constitute approval.

☒ By checking this box, I acknowledge that I have read, understand, and agree to the policies and procedures outlined in this document. I further agree to be interviewed, photographed and/or have my business photographed for Economic Development marketing purposes. If you have questions, please contact the Department of Community Development.

Company Name: M&E Quilt Shoppe

By: Jacqueline Sennish, Co-Owner

(Print or type name and title)

Jacqueline Sennish
(Signature)

3-6-18
(Date)

Inter-Office Use Only

State the date, time, and City staff member(s) present at the pre-application meeting:

4/4/18 10am Maria Muratori : phone

Date of Completed Application Submittal: 3/6/18

Staff Reviewer: m Muratori

Date of Committee Review: 4/10/18

Approve/Deny: _____

Amount Awarded and terms: _____

CONTACT

Ms. Maria Muratori, Development Specialist
Department of Community Development
222 Meigs Street
Sandusky, Ohio 44870

Phone: 419.627.5891

Email: mmuratori@ci.sandusky.oh.us

March 6, 2018

Ms. Maria Muratori, Development Specialist
Department of Community Development
222 Meigs Street
Sandusky, Oh 44870

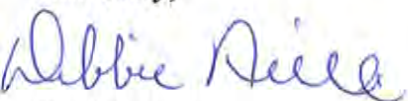
Dear Ms. Muratori,

Enclosed please find our application for Small Business Assistance from the City of Sandusky for the program year 2018. We are grateful for being extended the possibility of enhancing our business offerings.

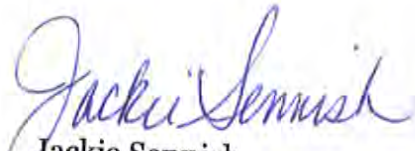
If there is any additional information that you need for our application, please do not hesitate to let us know.

We look forward to hearing from you.

Sincerely,



Debbie Neill
Co-Owner

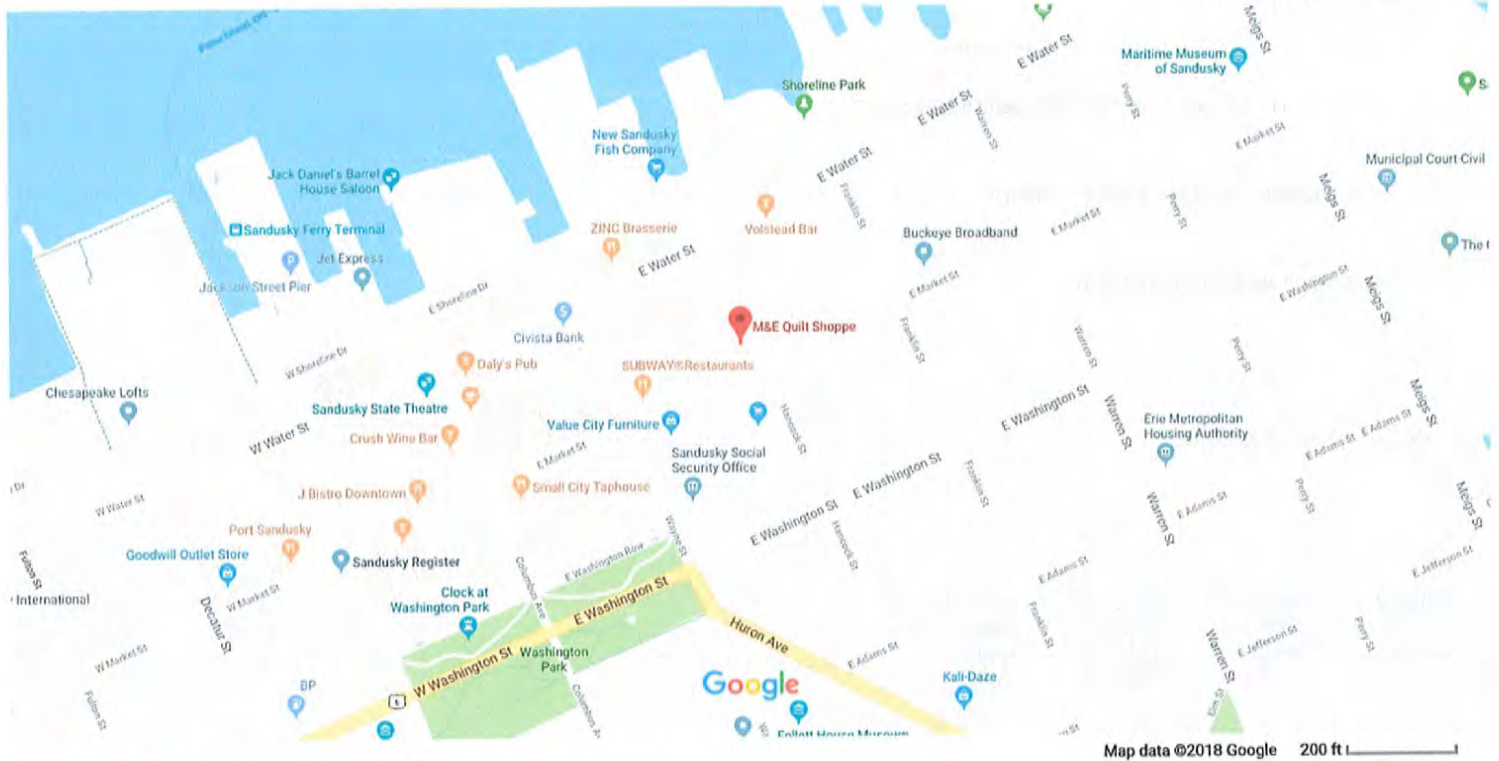


Jackie Sennish
Co-Owner

M&E Quilt Shoppe
279 E. Market Street
Sandusky, OH 44870
419-502-9123
www.mequiltshoppe.com
me@mequiltshoppe.com

Google Maps M&E Quilt Shoppe

M&E Quilt Shoppe
279 E. Market Street
Sandusky, OH 44870



M&E Quilt Shoppe

4.9 ★★★★★ · 10 reviews

Quilt Shop

279 E Market St, Sandusky, OH 44870

mequiltshoppe.com

(419) 502-9123

Opens at 10:00 AM



Review summary



M&E Quilt Shoppe
279 E. Market Street
Sandusky, OH 44870

February 28, 2018

M&E Quilt Shoppe
279 E. Market Street
Sandusky, OH 44870

Quote:

2 - Babylock Coronet Quilting Machines with 5 foot frames:

Retail: \$13,999.98



WEST

7300 Pearl Road
Middleburg Hts., OH
440.243.6400

EAST

5937 Mayfield Road
Mayfield Hts., OH
440.446.1484

NORTH

24201 Lorain Avenue
North Olmsted, OH
440.734.8330

My Shots

Professional Twice As Sharp® Sharpening System - Wc

wolffindustries.com expires in 14 days



Download

M&E Quilt Shoppe
279 E. Market Street
Sandusky, OH 44870

CART | M



The world's leading manufacturer of professional and industrial scissor sharpeners.

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- HARD TO CUT
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Twice as Sharp® Professional Scissors Sharpener

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Availability: **In stock**

SKU: PRO-TAS

\$449.50

1

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- Give Feedback
- GitHub
- Remove All Data

My Shots

Shopping Basket

fabricmaker.com

expires in 14 days

M&E Quilt Shoppe
279 E. Market Street
Sandusky, OH 44870



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843-884-1575

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Shopping Basket

FabricMaker 8.5 x 120" ROLL was added to your shopping basket.



PRODUCT NAME
FabricMaker-HD Digital Fabric Printing System

UNIT PRICE QTY SUBTOTAL
\$799.00 1 \$799.00



Multi-Bypass Tray

\$175.00 1 \$175.00



FabricMaker 8.5 x 120" ROLL

\$35.00 1 \$35.00



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[UPDATE SHOPPING BASKET](#)

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Enter your coupon code if you have one.

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Grand Total \$1,009.00

[PROCEED TO CHECKOUT](#)

About Fabricmaker

FabricMaker – is a development of Sawgrass Technologies Inc., and is based on Sawgrass' revolutionary M-XTR digital textile ink set and fabric coatings. Now, everyone has access to the same technology widely used for high volume digital textile production. [Learn More >>](#)

Contact Us

Sawgrass
2233 Hwy 17N
Mt. Pleasant, SC 29466
www.sawgrassink.com

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SAWGRASS™



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Maria Muratori

From: Carolyn Griffin <cgriffin@checkerdist.com>
Sent: Thursday, April 5, 2018 1:36 PM
To: Maria Muratori
Subject: Re: M&E Quilt Shoppe - Reference

I am a sales representative for Checker Distributors and have worked with Jackie and Debbie since before the beginning of M&E - and with Debbie when she owned her framing and gift shop. I have watched these two remarkable women follow their dream and build a vibrant, successful shop. Quilters and their traveling companions come from miles around to visit the shop and then extend their visit to the surrounding area. Every step made in creating M&E has been well thought out and well executed. I am certain this will be another step to service their current customers and draw even more quilters to their shop and shoppers to Sandusky.

Please feel free to contact me if you have further questions.

Carolyn Griffin
Checker Dist Sales Rep (IN, MI, OH)
Cell: 419/309-6994

On Wed, Apr 4, 2018 at 12:29 PM, Maria Muratori <mmuratori@ci.sandusky.oh.us> wrote:

Hello Ms. Griffin,

M&E Quilt Shoppe indicated you as a reference on its economic development grant application with the City of Sandusky. Please speak to the following regarding its current project:

- What is your relationship with M&E?
- What is your confidence in its ability to successfully increase its service offering by purchasing quilting machines?
- Is there any other information you would like to share regarding M&E?

Thank you for your help.

Maria Muratori

From: Brett J. Gerber <BGerber@vlfcu.org>
Sent: Thursday, April 5, 2018 10:50 AM
To: Maria Muratori
Subject: RE: M&E Quilt Shoppe - Reference

Jacqueline Sennish and Deborah Neil of Mabel & Ethel's Quilt Shoppe have been clients of mine since 2013. VLFCU granted them a loan to get the business up and running. They have always paid as agreed and have handled their accounts in a satisfactory manner. They are both very committed to the business and the quilting industry and I have a lot of confidence in their abilities. I believe the quilting machine is a natural progression in their business.

Please let me know if you need anything else.

Brett Gerber
SVP, Business Lending

From: Maria Muratori <mmuratori@ci.sandusky.oh.us>
Sent: Wednesday, April 04, 2018 12:31 PM
To: Brett J. Gerber <BGerber@vlfcu.org>
Subject: M&E Quilt Shoppe - Reference

Hello Mr. Gerber,

M&E Quilt Shoppe indicated you as a reference on its economic development grant application with the City of Sandusky. Please speak to the following regarding its current project:

- What is your relationship with M&E?
- What is your confidence in its ability to successfully increase its service offering by purchasing quilting machines?
- Is there any other information you would like to share regarding M&E?

Thank you for your help.



Maria Muratori | *Development Specialist*
COMMUNITY DEVELOPMENT
222 Meigs Street | Sandusky, OH 44870
T: 419.627.5891 | F: 419.627.5713
www.ci.sandusky.oh.us



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Maria Muratori

From: Judy Smith <judyhyattjm@aol.com>
Sent: Wednesday, April 4, 2018 2:31 PM
To: Maria Muratori
Subject: Re: M&E Quilt Shoppe - Reference

Hello Maria,

I'm very happy to call Debbie Neill and Jackie Schaeffer Sennish aka Mabel and Ethel, both dear friends. I met them when they opened their quilt shoppe approximately 4 years ago. I'm an avid quilter and was thrilled to find out that Sandusky was getting a quilt shop with quality fabrics. Within two visits, I realized this was much more than just a new specialty shop in downtown Sandusky. These two women do so much more than sell quality fabrics. They are always right on top of the newest trends in quilting and wool applique. These two ladies work hard to offer all of the services any crafter in the fabric and wool industry would need, including classes, free demonstrations of new products, project kitting and excellent help with color and artistic design. M&E Quilt Shoppe even achieved national recognition by being featured in a popular quilting magazine for a one of a kind quilt pattern they designed. The only service these women have not been able to offer so far is machine quilting. They have had to refer these services out. I believe that their business will grow even more with the addition of a few good quality quilting machines. M&E Quilt Shoppe is a destination location in downtown Sandusky and their participation in national events such as the "Row by Row" contest each year brings busloads of quilters to downtown Sandusky, many of which choose to make Sandusky a dining stop as well, due to the various restaurants available within walking distance of the tour stop. All in all, I am extremely confident in the ability of these women to have further growth in downtown Sandusky with the award of this economic development grant.

Thank you,

Judy Hyatt-Smith

-----Original Message-----

From: Maria Muratori <mmuratori@ci.sandusky.oh.us>
To: Judy Smith <judyhyattjm@aol.com>
Sent: Wed, Apr 4, 2018 12:28 pm
Subject: M&E Quilt Shoppe - Reference

Hello Ms. Hyatt-Smith,

M&E Quilt Shoppe indicated you as a reference on its economic development grant application with the City of Sandusky. Please speak to the following regarding its current project:

- What is your relationship with M&E?
- What is your confidence in its ability to successfully increase its service offering by purchasing quilting machines?
- Is there any other information you would like to share regarding M&E?

Thank you for your help.

Maria Muratori | *Development Specialist*
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