



**ECONOMIC DEVELOPMENT INCENTIVE COMMITTEE
MEETING AGENDA
February 12, 2019**

- I. Meeting called to order
- II. Approval of minutes
- III. Program financial update
- IV. Review of applications
 - a. Elite Wellness Group, LLC
 - b. North Shore Running Store, LLC
- V. Reminder of next meeting – March 12, 2019
- VI. Public Participation
- VII. Meeting Adjournment

Economic Development Incentive Committee

January 23rd, 2019
"Draft" Meeting Minutes

Call To Order

Mr. Nickels called the meeting to order at 2:04 PM. The following members were present: Mr. Nickels, Ms. Twine, and Mr. Koch, Mr. Greg Voltz, and, Mr. Hayberger, Law Director. Mr. Matt Lasko, Director of Development, and Casey Sparks, Clerk for the Community Development Department were also present. Sharon Johnson, Sandusky City Resident was also present. There were 4 voting members present.

Approval of Minutes

Mr. Koch moved to approve the minutes from the October 8th, 2018 meeting. Mr. Hayberger seconded the motion. The motion carried with a unanimous vote.

Program Financial Update

Mr. Lasko presented the program financial update as of January 23rd, 2019:

ECONOMIC DEVELOPMENT FUNDS									
	2018 Carryover	New Funds	Beginning Balance	Date Approved	Committed	Spent	Revenue	Ending Balance	Total Project Cost
	\$ 493,103	\$ 500,000	\$ 745,495					\$ 745,495	
<u>Substantial Development</u>									
TBD				TBD	TBD	TBD	TBD	TBD	TBD
<u>Facade</u>									
TBD				TBD	TBD	TBD	TBD	TBD	TBD
<u>Signage</u>									
TBD				TBD	TBD	TBD	TBD	TBD	TBD
<u>Small Business Assistance</u>									
TBD				TBD	TBD	TBD	TBD	TBD	TBD

Committed - Not Yet Paid:	
Renaissance Too, LLC	\$ 90,000.00
Marous Development Group	\$ - Rescind
Gundlach Sheet Metal Works, Inc.	\$ 50,000.00
H2 Property Management	\$ 35,000.00
USBR, LLC	\$ 7,500.00
Peerless Stove & Manufacturing Co.	\$ 9,215.00
Lake Erie Shores & Islands	\$ 4,000.00
Mimi Too Daycare	\$ 2,422.00
Omeca, Inc.	\$ 9,500.00
Lake Erie Shores & Islands	\$ 10,000.00
LUCO-Wes Properties	\$ 4,000.00
Pacific Collective	\$ 9,000.00
Mimi Too Daycare	\$ 1,971.00
Rooted Juice Bar	\$ 7,500.00
Hobbs Lock & Key	\$ 7,500.00
TOTAL	\$ 247,608.00

Carryover (Rounded):	
Committed - Not Yet Spent	247,608.00
Marous Rescind	100,000.00
Clean & Safe Rescind	40,000.00
2018 Carryover	40,000.00
Firelands Northcoast Rescind	15,000.00
Repayments	50,000.00
TOTAL	492,608.00

Mr. Lasko stated that in regards to the financial update, they believe they will have a total of \$500,000 in funding for 2019, they have a very large carry over from last year being \$493,000 for a total of \$993,000; however that is not what we have to utilize this year. Mr. Lakso

reviewed the grants committed and not paid yet which is approximately \$248,000. In addition the City committed a \$100,000 for three years, for a total of \$300,000, for the Feick Building. Since then staff has decided that all of the funding will be from the Chesapeake TIF so that money is shown going back into the ED fund. Mr. Lasko stated that the budget also accounted for funding a portion of the Clean and Safe program which did not go into fruition so staff reprogramed the \$40,000 into the ED fund. We also have additional \$40,000 from carry over. In addition we rescinded the grant award for \$15,000 for Firelands North Coast Construction, as they did not pass the background check. Once ducting all of these commitments it gives a total of \$745,945 to utilize this program year.

Mr. Nickels motioned to approve the financial report; Mr. Koch seconded the motion.

Application Review

Mr. Lasko stated that the application is submitted by Resort School, LLC (the "Company") and the Erie County Port Authority. The ultimate recommendation is a \$660,000 substantial redevelopment grant over three years for a total commitment of one million dollars. Resort School, LLC is composed of members of Resort School Partners, LLC (which is Marous Development Group, LLC) and Cedar Point Park, LLC each of whom will control 50% of the company.

The project includes a five story 75,000 square foot mixed use development that will be set for post-secondary units, retail, and 80 residential units on the second floor. The facility will be equipped with education space that is ran by BGSU, a retail bay, fitness center, indoor bike storage, in total it will have 124 beds in the residential units and 32 parking spaces.

In regards to the structure of the deal, the City will sell the land (Hancock Lot) to Resort School LLC, the owner will then ground lease to the Erie County Port Authority who would then build and own the building. This is necessary as part of the bond financing package. The building will then be leased to the Resort School LLC for years, then they will purchase the building outright.

Construction is set to begin sometime in late spring and it estimated to create a total of 55 jobs with construction and 10 -12 permanent jobs with BGSU.

Mr. Nickels stated that he is in support of the project but has been ask about the proposed parking within the area.

Mr. Wobser stated that many of the students will not have automobiles. There will be 32 spaces on site then an additional 80 spaces at the Market Ground property that can be repurposed. Mr. Wobser discussed that this is the first step into a much larger presence in Sandusky. They have spoken about proposing to expand the bike path between the two campuses and a bus line for the students.

Mr. Nickels ask where the students will be living if this is not set for dormitories.

Mr. Lasko stated that there will be a good percentage of the students that will live in the apartments, however the owner wanted the ability to go to market if needed.

Mr. Wobser stated that the students will be able to utilize financial aid to rent the apartments.

Mr. Lasko discussed the different funding sources and uses for the project, most of the funding will be used for hard construction cost. The proceeds from the sale of the land will go into the real estate development fund.

Mr. Nickels asked if we could utilize the real estate development fund for demolitions if needed.

Mr. Lasko stated that we have provided a loan out of this account to the County for the demolition process of several properties within Sandusky.

Mr. Lasko stated that the funding break down includes \$660,000 for the economic development fund for three years, and additional \$340,000 from real estate fund, in which \$240,000 will be recycled back into the fund from the sale of the property, and the additional \$100,000 is presently in the real estate fund. The amount committed from the ED funding would be just under 5% of investment which is below of what we have done for other projects.

Mr. Lasko stated that the rental receipts are set to be 1.1 million- 1.65 million, the payroll is set to be \$715,000-\$870,000. The property will be located within the downtown TIF area which will bring in approximately \$175,000 annually to improve the local infrastructure.

Mr. Wobser stated that the projections are to be 3 million annual spend by the students which will be new to the local economy.

Mr. Lasko stated that they will take the carryover of \$240,000 and place that immediately into the project as part of the \$660,000 which will be paid in 2019, we would also be reserving an additional \$150,000 in 2019 (paid in 2020), \$150,000 in 2020, and the final \$120,000 would be paid in 2021.

Mr. Koch stated that the remaining funds for 2019 would give us approximately \$350,000 in programmable dollars.

Mr. Koch ask staff if he anticipated the economic development fund growing in the next few years.

Mr. Wobser stated that it depends on how the admission tax performs.

Mr. Lasko stated that the funding created by the admissions tax has either stayed stagnant or increased in recent years.

Mr. Lasko reviewed the site plan with the Commission and stated that the applicants have become very good partners with the adjoining property owners as a result they have provided a 10' easement that would allow vehicular access to the back of the building.

Mr. Koch ask for update on the Kreimes Building.

Mr. Lasko stated that this committee gave funding for the market study, all indications that they will close on the property.

Mr. Voltz stated that the BGSU project will have an impact to surrounding property values.

Mr. Lasko stated if the committee approves this funding City Commission will review the tax abatement application and this will have both the Resort School, LLC and the Port Authority listed. The grant agreement that is going through the State and will be in the name of the Erie County Port Authority's name and the real estate transaction will only be through Resort School LLC.

Mr. Nickels stated that this is a great project.

Mr. Koch motioned to recommend to City Commission the grant funding of \$660,000 of substantial redevelopment funding and pay schedule which includes \$240,000 in 2019, \$300,000 in 2020, and \$120,000 in 2021; Mr. Voltz seconded the motion. With no further discuss the motion carried.

Mr. Lasko stated that this application will be going to City Commission on the January 28th meeting.

Next Meeting

Mr. Lasko stated that the next meeting for the Economic Development Committee will be February 12th at 1:30pm.

Public Participation

Sharon Johnson ask how Resort School LLC will utilize the grant.

Mr. Lakso stated that it will be used for construction, the reimbursement occurs after the Certificate of Occupancy has been issued.

Mrs. Johnson stated that she is concerned about the increment financing and spending the money until we have the funding.

Mr. Lasko stated that they are committing funds out of future program years, Hank will have to certify the funds as they exist today. Not a dollar going into this project are future TIF payments.

Mr. Nickels stated that much of the funding is getting paid through the admissions tax.

Mrs. Johnson asked how the market price of the Hancock lot was determined as the price seems quite overpriced.

Mr. Lasko stated that there was an appraisal done on the property.

Mrs. Johnson ask how this would affect the surrounding properties taxes, she is concerned that it would it increase property taxes.

Adjournment

With no further business Mr. Hayberger moved to adjourn the meeting; Mr. Voltz seconded the motion. The meeting was adjourned at 3:07pm

APPROVED:

Casey Sparks, Clerk

Al Nickels, Chairman

ECONOMIC DEVELOPMENT FUNDS

	<u>2018 Carryover</u>	<u>New Funds</u>	<u>Beginning Balance</u>	<u>Date Approved</u>	<u>Committed</u>	<u>Spent</u>	<u>Revenue</u>	<u>Ending Balance</u>	<u>Total Project Cost</u>
	\$ 493,103	\$ 500,000	\$ 745,495					\$ 355,495	
<u>Substantial Development</u>									
Resort School, LLC				1/21/2019	\$ 390,000.00	\$ 150.00	\$ 150.00	TBD	\$ 13,600,000.00
<u>Façade</u>									
TBD				TBD	TBD	TBD	TBD	TBD	TBD
<u>Signage</u>									
TBD				TBD	TBD	TBD	TBD	TBD	TBD
<u>Small Business Assistance</u>									
TBD				TBD	TBD	TBD	TBD	TBD	TBD

<u>Committed - Not Yet Paid:</u>		
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Peerless Stove & Manufacturing Co.	\$ 9,215.00	
Lake Erie Shores & Islands	\$ 4,000.00	
Mimi Too Daycare	\$ 2,422.00	
Omeca, Inc.	\$ 9,500.00	
Lake Erie Shores & Islands	\$ 10,000.00	
LUCO-Wes Properties	\$ 4,000.00	
Pacific Collective	\$ 9,000.00	
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TOTAL	\$ 247,608.00	

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Clean & Safe Rescind	40,000.00	
2018 Carryover	40,000.00	
Firelands Northcoast Rescind	15,000.00	
Repayments	50,495.00	
TOTAL	493,103.00	

February 12, 2019

Economic Development Incentive Committee Summary

Elite Wellness Group, LLC (or its affiliates and assigns)

APPLICANT: Elite Wellness Group, LLC
350 North Main Street
Huron, Ohio 44839

CORPORATE STRUCTURE: Limited Liability Corporation

PRINCIPAL/% OWNERSHIP: Karen Brown – 50%

Elizabeth Laffay – 50%

PROGRAM APPLIED FOR: Small Business Assistance and Signage & Facade

RECOMMENDATION: \$7,500 Small Business Assistance grant and \$460.35 Signage & Façade grant; contingent upon obtaining title/lien reports, obtaining all relevant permits (if necessary), submitting before and after photographs (if necessary), and displaying a sign evidencing City of Sandusky support for one year after project completion. This project will be complete by 8/30/19.

BACKGROUND

Elite Wellness Group, LLC (the “Company”) is a female owned business that has ben in operation since 2015. The joint owners prior to beginning the Company were a health food store owner and physician in the nutritional sciences field. The Company was founded and currently based in Huron but is looking at relocating to Sandusky. The Company provides nutrient deficiency testing services and nutrition plan development to clients ranging from Cleveland to Avon to Norwalk.

PROJECT DESCRIPTION

The Company desires to move to downtown Sandusky to both find larger space to permit hiring of additional staff (including dietician, message therapist and physician assistant) and locate adjacent to related businesses. The Company has a signed letter of intent to lease space at 137 E. Water Street (the “Reiber”) – the space formerly occupied by Erik’s Clothing. To make the space suitable, the company needs to build out the storefront with additional electrical, construction of new offices, new flooring, painting, installation of room separators and reception desk and purchase certain equipment relevant to the business operation. Finally, window signage will be installed.

PROJECT FINANCING

The project sources and uses are as follows for the small business assistance:

Uses

Electrical	\$	1,300.00
Office Buildout	\$	7,000.00
Flooring	\$	5,300.00
Painting	\$	2,800.00
Barn Doors and Front Built-in Reception Desk	\$	2,000.00
Misc. Furniture	\$	9,807.48
Misc. Equipment	\$	3,164.12
Total	\$	31,371.60

Sources

City - SBA Grant	\$	7,500.00
Owner Equity	\$	23,871.60
Total	\$	31,371.60

The project sources and uses are as follows for the signage and façade assistance:

Uses

Signage	\$	613.81
Total	\$	613.81

Sources

City - SBA Grant	\$	460.35
Owner Equity	\$	153.46
Total	\$	613.81

The recommended total grant amount of \$7,500 in small business assistance is equivalent to just under 24% of the total project costs (in line with program guidelines). The recommended total grant amount of \$460.35 in signage and façade assistance is equivalent to 75% of total project costs (in line with program guidelines). Total City funding equates to just under 25% of total project costs and the total grant award mirrors that provided to similarly sized projects.

FINANCIAL SUMMARY – BUSINESS

Annual Sales Revenue (YR1 = \$15,000 YTD), YR2 = \$95,000, YR3 = \$195,000, YR4 = \$250,000). Payroll (YR1 = \$0, YR2 = \$10,000, YR3 = \$30,000, YR4 = \$40,000). Employment will increase from 0 currently to 3.5 FTE's in three years.

RECOMMENDATION

I recommend a \$7,500 Small Business Assistance grant and a \$460.35 Signage & Façade grant to support this project. This grant will aid in the relocation of the Company from Huron to Sandusky into larger and more suitable space to serve their clientele and customer base. The location will also enhance street level activity and help re-occupy a recently vacant storefront that was vacated due to extreme weather conditions while also aiding in transitioning the Reiber Building to a medical arts themed property.

Applicant / Borrower Company:

Elizabeth Laffay/Karen Brown

(Applicant Name)

Owners

(Title)

Elite Wellness Group, LLC

(Company Name – if different than Applicant Name)

350 North Main Street

(Street Address)

(Suite, Apt, etc.)

Huron, OH 44839

(City, State, Zip)

419-602-0293

(Phone Number)

elitewellnessgroup@bex.net

(Email)

EIN # 47-4091020

(Federal Tax ID or last 4 of SSN)

(Fax Number)

Existing Business Information:

Type of Business: ☐ Commercial ☐ Retail ☒ Service
☐ Other _____

Legal Structure: Limited Liability Corporation

Primary Product or Service: Micronutrient Deficiency Testing/Individual Nutrition/ Functional Medical Nutrition

Date Established: May 2015 NAICS-SIC Code: _____

Website (if applicable): Elitewellnessgroup.com

Principal Officers / Owners:

Name / Title: Karen Brown

Email: elitewellnessgroup@bex.net Phone: 419-602-0293

SSN (last 4): 5189 % Ownership: 50

Name / Title: Elizabeth Laffay

Email: beth.elitewellnesgroup@bex.net Phone: 248-798-9944

SSN (last 4): 2460 % Ownership: 50

Name / Title: _____

Email: _____ Phone: _____

SSN (last 4): _____ % Ownership: _____

Name / Title: _____

Email: _____ Phone: _____

SSN (last 4): _____ % Ownership: _____

Location of Proposed Project:

137 East Water Street
 (Address)
Sandusky, OH 44870
 (City, State, Zip)
Erie
 (County)

If a relocation, indicate from where 350 North Main Street, Huron OH 44839

Project Type:

☐ Renovation ☒ Expansion ☐ Start-Up/New Construction

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).

We are a completely woman owned and operated business. Our company offers Patented Micronutrient Deficiency Testing, Tailor-Fit Nutrition Plans & Evidence-Based Nutrients to improve + help people maintain their best health. Our experience as a former health food store owner and a physician with a B.S. in Nutritional Sciences allows us to emerge as a leaders in the wellness & prevention field, with our collective education setting us apart. As an established Huron based business since 2015, our goals are to bring our existing clients from the Cleveland area, Avon, Norwalk, Vermilion, Huron and the Sandusky area to downtown Sandusky, to further develop our wellness business, and to collaborate with neighboring wellness-based businesses in order to collectively thrive.

Hiring a collaborative team of wellness practitioners into a common community space is one of our ultimate goals. A positive shared space will help our practitioners thrive, increase traffic in downtown Sandusky and create a ripple of health in our community. Currently pending is the addition of a Functional Dietician, Massage Therapist and Physician Assistant to our small company. We would need to add key people to support our services as our business grows in the years to come.

The Reber Building has been in existence since about 1852 when George Reber, a prominent attorney in Sandusky historically, commissioned Zalman Wildman to construct this building out of limestone as a commercial investment. The wide cornice is simple. Pointed caps and plain sills decorate the windows of the second and third floors. The unadorned first floor store fronts have receded cast iron posts which divide and support the façade. It has housed a grocer, newspaper, hospital, supper club, and even prisoners during the civil war. More recently it has been home to mental wellness. Menswear and confections. It was dealt a mighty blow during a storm of the last year and has had to undergo renovations. We would care for and bring new life to this deserving space.

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).

Our current location will not be suited for our potential growth. With a positive expansion and relocation to Sandusky, our goal is to provide economic vibrancy and activity in the downtown area with a professional level client base as well as strong growth within our company.

~~Without a vibrant, healthy and prevention-based community, the positive growth and culture of our community cannot reach its full potential. Health is the foundation for our business and community growth.~~

Revitalization of 137 East Water Street:

1. Construction of two private office rooms

2. Furnishings - ~~Electrical~~ / Lighting

3. Construction of two barn doors to separate adjoining rooms

4. Painting & paint

5. Construction of permanent structure to create lobby area. L shaped wooden lobby welcome structure/workspace

6. Electrical work to provide electricity to private office rooms and to hang lighting fixtures.

Business/Personal References:

Name / Title: Dr. Lata Stefano, DDS

Email: latastefano@hotmail.com

Phone: 419-626-1199

Relationship: Business Associate

Name / Title: Dr. Stephen Cellier

Email: scellier@frontier.com

Phone: 419-626-2631

Relationship: Business Associate/Personal Friend

Name / Title: Elizabeth Etychison E2 Marketing Services

Email: elizabeth@bex.net

Phone: 216-374-5768

Relationship: Business Associate

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 of B+C+D should = A). (27,598)

(A) Total Project Cost (itemize below): Blue light therapy (2) - 349.00 = 698.00

1. Barn Doors (2):

~~Constructed to separate businesses from each other. Doors are structural and will exist to divide workspace~~ 750.00

2. Construction of separate consultation rooms: \$7,000 Furniture / Furnishings: 12,000-15,000

3. Painting/Paint: \$2,800 Depending on unit microdermabrasion: 1,800-2,500

4. Construction of permanent structure to create lobby area. L shaped wooden lobby welcome structure/workspace \$1,250

5. Electrical work to provide electricity to private office rooms and to hang lighting fixtures. 1,300

(B) Owner Equity (dollars and source): Source: Credit cards/personal & business

Furnishings / Furniture + (12,598)

all equipment / therapy units.

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

Zero

(D) Request for City Assistance (dollars and type): (\$15,000 Grant) for:

Barn Doors / Paint / Painting / Electrical work

Construction of separate office spaces / construction of permanent structure to create lobby

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>	Feb 1, 2019	yearly lease	
<u>Financing</u>	0		✓
<u>Construction</u>	March 1, 2019	April 30, 2019	
<u>Other</u>			

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

	Current Year	Year One	Year Two	Year Three
Annual Sales Revenue	15,471.69	95,000	195,000	250,000
Annual Payroll 1099	0	10,000	30,000	40,000
Current Employment (FTE) Independent contractor	0	1	2/3	2/3.5
Average Pay Per Employee	0	10,000	15,000	15,000

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 community-based business collaboration approach is unique. We have never felt the desire to keep all business growth within the walls of our company. Since we opened in 2015, we have managed to incubate and support other small health-minded entrepreneurs such as The Maca Root, local massage therapists, yoga practitioners @ Open Way Yoga, Sweet Potato Catering, Tim Dorsey Fitness, physical therapists, NOMS & Firelands Physicians, TMS Institute, counselors, and local farmers. Healthy choices need to be fostered and we intend to cultivate a strong sense of this locally, which will collectively benefit our neighboring companies with similar goals and ethics.

Hiring a collaborative team of wellness practitioners into a common community space is one of our ultimate goals. A positive shared space will help our practitioners thrive, increase traffic in downtown Sandusky and create a ripple of health in our community. Currently pending is the addition of a Functional Dietician, Massage Therapist and Physician Assistant to our small company. We would need to add key people to support our services as our business grows in the years to come. In progressive cities, there is a culture of wellness & health which ameliorates the retail, food and entertainment aspects of the city. The same could be done for Sandusky with the addition of Elite Wellness Group. We plan to play a vital role in keeping local employees, residents, and guests to Sandusky healthy, vibrant and well. In addition, we have plans to give back to less fortunate residents in the community in which our business resides and creating a business group to keep health a priority in Sandusky.

Attachments:

The following should be submitted with your ED Application:

- ☒ Map showing location of Project or business *page 16*
- ☒ Business plan (if applicable)
- ☒ Three years of historical financial statements (if applicable) *page 17, page 18, page 19*
- ☒ Three years of projected financial statements (if applicable) *page 20 + 21*
- ☒ Sources of financing including evidence of private funds and matching funds (if possible)
- ☒ Third party cost estimates, **INCLUDING RENDERINGS** (if applicable) *pages 22 - 34*
- ☒ Lease agreement, purchase agreement, or proof of ownership/site control *36*

Attestation of Financial Condition

Do you or your business have any of the following:

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

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 after project completion.

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: Elite Wellness Group, LLC

By: Karen Brown / Elizabeth A. Laffay, D.O.
(Print or type name and title)

Karen Brown / EALaffay@do
(Signature)

January 23, 2019

(Date)

ALL PHASE *Power and Lighting, Inc.* "A Golden 30 Company"

2122 Campbell Street
P.O. Box 2515
Sandusky, Ohio 44871-2515

Telephone 419-626-8140
Fax 419-626-0500
E-mail ChrisR@allphasepl.com

1/31/2019

Elite Wellness Group
350 Main Street
Huron, Ohio 44839

Attn: Karen Brown
Sub: 137 Water Street
Re: Electrical Proposal

Mrs. Brown,

We are pleased to provide you the following proposal as listed and broken out below. This is based on our walk thru of the tenant space with you.

Chandelier

- 1) Hang owner supplied chandelier in back of open area, from existing drop ceiling.
 - a. We have included a new box and support for a grid ceiling.
 - b. Supply and install new MC cable connection from the existing lighting in the open area to the new chandelier.
 - c. We will reuse the existing switching and controls for this new fixture.

Pendant Fixtures

- 1) Hang (2) owner supplied pendant fixtures over new proposed Butcher Block Island.
 - a. We have included a new box and support for a grid ceiling.
 - b. We will co-ordinate with new ceiling work and HVAC vents.
 - c. Supply and install new MC cable connection from the existing lighting to the new pendant fixtures.
 - d. We will reuse the existing switching and controls for this new fixture.

Added outlets for Office Expansion

- 1) Cut in or rough in (4) new outlets for new office rework and expansion.
 - a. We will tie the new outlets into the existing circuiting that is currently in the area.

Cost for the above work on a T/M NTE Basis will be \$1,300.00 Dollars

- All work has been figured for normal hours (7:00am to 3:30pm).
- Permit has not been included and is needed will be added to the above costs.
- Sales tax has been included.
- We do not have any Utility Fees and Charges
- Quotation is good for 30-days and standard payment terms of 30-days.

Chris Rangus
V – 419.626.8140
F – 419.626.0500
C – 440.610.7822

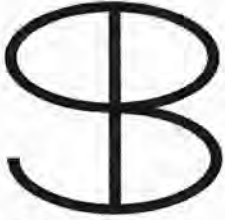
ALL PHASE *Power & Lighting, Inc.*
chrisr@allphasepl.com

allphase_pl\documents\jobs\2019\elite wellness group\proposals\electrical proposal.docx

AN EQUAL OPPORTUNITY EMPLOYER

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PROPOSAL



SB Woodworking, LLC

314 Wexford Drive

Huron, Oh 44839

Phone: (419) 357-6411

E-mail: sbwoodworking@bex.net

Proposal Submitted To: Karen Brown	Phone: (419) 602-0293	Date: 1/14/19
Address: 137 E Water Street		
City/ State/ Zip: Sandusky, Ohio 44870		

Construct non-support walls to make two rooms approximately 7 feet by 15 feet with drop ceilings. Sound deadening insulation in new walls and above drop ceiling. Solid 36" doors will be installed to help with privacy inside rooms. The new walls will have drywall and will be ready to paint. Door trim and baseboard will be installed. **Electrical IS NOT included.**

\$7,000.00

Life Proof Vinyl Plank flooring installed over existing tile.

\$5,300.00

We Propose hereby to furnish material and labor – complete in accordance with above specifications, for the sum of:
Dollars (\$12,300.00)

Payment to be made as follows: ½ down balance upon completion

All material is guaranteed to be as specified. All work to be completed in a workmanlike manner according to standard practices. Any alteration or deviation from above specifications involving extra costs will be executed only upon written orders, and will become an extra charge over and above the estimate. All agreements contingent upon accidents or delays beyond our control. Owner to carry fire, tornado and other necessary insurance.

Authorized Signature:

Note: This proposal may be withdrawn by us if not accepted within _____ days

Acceptance of Proposal - The above prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payment will be made as outlined above. Any dispute, of whatever nature, arising in connection with, or in any way related to, this transaction, shall be decided exclusively by binding arbitration, to be conducted by the Better Business Bureau, or the American Arbitration Association. Each party hereto knowingly waives his right to have such a dispute decided by any court, and hereby consents to the sole and exclusive jurisdiction of the Better Business Bureau, or the American Arbitration Association.

Signature:

Date:

KPH Painting & Restoration
208 Findlay Ave Huron, OH 44839

1/20/2019
Kyle Herner

Quote for:
Elite Wellness Group, LLC
137 East Water Street
Sandusky, OH 44870

\$2800 Price includes labor, materials, and paint

Shawn Taylor Carpentry
16412 Indian Hollow Rd.
Grafton, OH 44044
216-903-7747

Proposal for Elite Wellness Group, LLC
350 N. Main Street
Huron, OH 44839

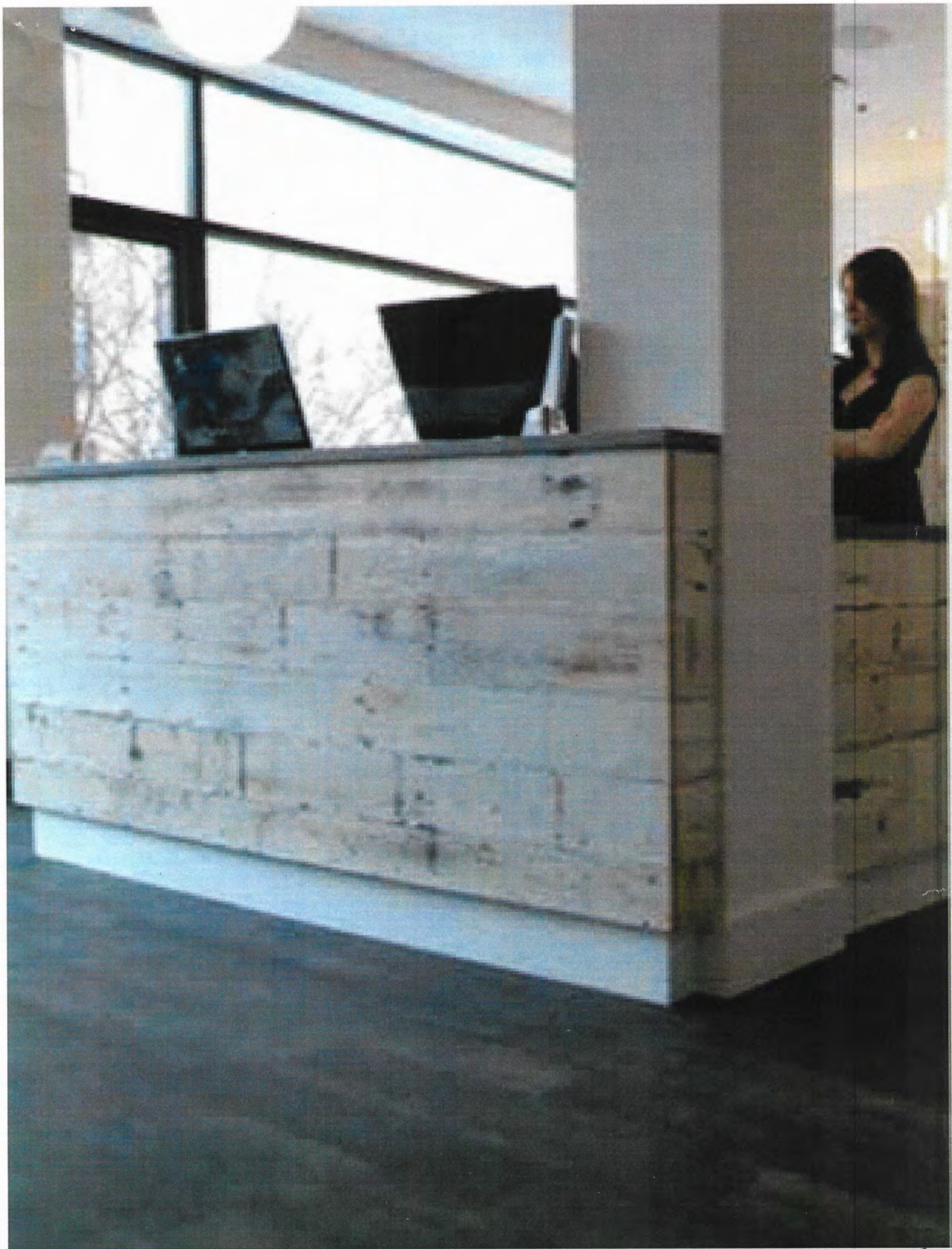
@ 137 Water Street
Sandusky, OH 44870

Construction and hanging of:

75 x 84 Barn door including hardware. Staining done by EWG, LLC-
\$750

Construction of an L shaped front
desk/wood/materials/labor/delivery - \$1,250

Total: \$2,000







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www.deweyfurniture.com

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mattress^{1st}

4402 Milan Avenue
Sandusky, Ohio 44870
419-502-1200

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Customer	Laren Braun	Page #	Date
Address			1-23-19

[illegible]

City	Zip Code	Salesperson	Delivery

Email	
Name	Vignik

[illegible]

Stock	Order	Location	Bar Code	MFG	Frame/Style	Grade	Fabric	Color	Finish	Description/Other	Price
-------	-------	----------	----------	-----	-------------	-------	--------	-------	--------	-------------------	-------

[illegible][illegible]

(AIDS)

$$\begin{array}{r} 22 \\ 33 \\ \hline 55 \end{array}$$

No Cancellations or Refunds on Special Orders	Gave Conv of Care Shoot

Month	Year	Day	Time	Location	Activity	Remarks
March	1950	1	10:00
March	1950	2	10:00
March	1950	3	10:00
March	1950	4	10:00
March	1950	5	10:00
March	1950	6	10:00
March	1950	7	10:00
March	1950	8	10:00
March	1950	9	10:00
March	1950	10	10:00
March	1950	11	10:00
March	1950	12	10:00
March	1950	13	10:00
March	1950	14	10:00
March	1950	15	10:00
March	1950	16	10:00
March	1950	17	10:00
March	1950	18	10:00
March	1950	19	10:00
March	1950	20	10:00
March	1950	21	10:00
March	1950	22	10:00
March	1950	23	10:00
March	1950	24	10:00
March	1950	25	10:00
March	1950	26	10:00
March	1950	27	10:00
March	1950	28	10:00
March	1950	29	10:00
March	1950	30	10:00
March	1950	31	10:00

Merchandise must be paid in full at the time of scheduling delivery. Merchandise must be paid in full within 30 days of date of merchandise arrival.

<i>Matress</i>	Customer Accepts Dewey Perfect Sleep Promise.	Customer Declines	<i>Removal</i>
	Yes	Yes	How Much
			How Much

Answer your question	How many people are understanding the benefits of this?	If Needed
Dewey reflect sleep Promise:		
		No

**How do you want
Dewey Frame
In Home Delivery
Premium Pick-Up
Express Pick-Up**

your new furniture?

no one else can deliver your new furniture and put it where you want it. includes unlimited additional deliveries for one year. for one price. includes up to \$2500 additional services (taxes).

un assembled, in boxes. furniture, ready for you to take it home.

Free 1 year in home service.	Free 1 year in home service.
------------------------------	------------------------------

Protection

(initial your choice)	Customer declines Protection.	Customer accepts Protection.
	Sales Tax	Sales Tax
	17500	17500

	Yes	No	Total
The undernourished having used the foodstuffs are better off than those who have not	8	10	18
Total	9	11	20

[illegible]

>
Credit Card

[illegible]



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Quote

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[illegible]



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Smith 2-7 to 2-21
Additional 5% OFF
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Customer Karen Brown Page # 1-23-19 Date 1-23-19

Address Phone

City Zip Code

Email Salesperson Sheilah Delivery

What brought you in?

Stock	Order	Location	Bar Code	MFG	Frame/Style	Grade	Fabric	Color	Finish	Description/Other	Price
	1			Smith	568-30	39	388914	Mocha Stain	Graphite NH	Chair	1139
	1			Smith	568-40	39	388914	Mocha Stain	Graphite NH	OTT	539
	1			Smith	527-30	38	388811	Mocha Stain	Graphite NH	Chair	1279
	1			Smith	396-13	14	389014	Mocha Stain	Graphite NH	Large Sofa	2269
					#13-20"	38	388914			Feather Down Pillows	-0-
					#48-20"	38	388811				
	1			AHF	W665-68					Large TV STAND	529
	1			Liberty	244-H0131					Hutch	1399
	1			Liberty	244-H0121					Credenza	
	1			Jasper	WTC 3719					Poffee Table	359

No Cancellations or Refunds on Special Orders

Gave Copy of Care Sheet

Merchandise must be paid in full at the time of scheduling delivery.

Merchandise must be paid in full within 30 days of date of merchandise arrival.

Mattress (initial your choice)	Customer Accepts Dewey Perfect Sleep Promise. I have been given and understand the terms of this.	Customer Declines Dewey Perfect Sleep Promise.	Removal	Yes No	How Much if Needed
How do you want your new furniture? (initial your choice)	Dewey Prime We open, prepare, deliver your new furniture and put it where you want it. Includes unlimited additional deliveries for one year, for one price (minimum of \$500 delivery each time). Free 1 year in home service.	In Home Delivery We open, prepare, deliver your new furniture and put it where you want it. Free 1 year in home service.	Premium Pick-Up We open, and assemble your new furniture, ready for you to take it home. 1 year in store service, you bring furniture to store.	Express Pick-Up Customer picks up furniture unassembled, in boxes. 1 year in store service, you bring furniture to store.	
Protection (initial your choice)	Customer declines Protection.	Customer accepts Protection.			
Sub Total			7513.00		
Sales Tax			601.04		
Total			8114.04		
Cash, Check, or Credit Card					
Balance					

The undersigned having read the conditions of both sides of this contract & understand and accept the terms.

X

32



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Smith 2-7-21
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Sandusky, Ohio 44870
419-502-1200
Like us on Facebook

Customer Karen Brown Page # 1-23-19 Date 1-23-19

Address _____ Phone _____

City _____ Salesperson Sheilah Delivery _____

Email _____ What brought you in? _____

Stock	Order	Location	Bar Code	MFG	Frame/Style	Grade	Fabric	Color	Finish	Description/Other	Price
	1			Smith	568-30	39	388914	Martha Stain	Graphite NH	Chair	1139
	1			Smith	568-40	39	388914	Martha Stain	Graphite NH	OT	539
	1			Smith	527-30	38	388811	Martha Stain	Graphite NH	Chair	1279
	1			Smith	396-13	14	389014	Martha Stain	Graphite NH	Large Sofa	2269
					#13-20"		388914			Feather Down Pillows	-0-
					#48-20"	38	388811				
	1			AHF	W665-68					Large TV STAND	529
	1			Liberty	244-H0131					Hutch	1399
	1			Liberty	244-H0121					Credenza	
	1			Liberty	NTC 3719					Coffee Table	359

No Cancellations or Refunds on Special Orders

Gave Copy of Care Sheet

Merchandise must be paid in full at the time of scheduling delivery.

Merchandise must be paid in full within 30 days of date of merchandise arrival.

Mattress (initial your choice)	Customer Accepts Dewey Perfect Sleep Promise. I have been given and understand the terms of this.	Customer Declines Dewey Perfect Sleep Promise.	Removal	Yes No	How Much if Needed
How do you want your new furniture? (initial your choice)	Dewey Prime We open, prepare, deliver your new furniture and put it where you want it. Includes unlimited additional deliveries for one year, for one price (minimum of \$500 delivery each time). Free 1 year in home service.	In Home Delivery We open, prepare, deliver your new furniture and put it where you want it. Free 1 year in home service.	Premium Pick-Up We open, and assemble your new furniture, ready for you to take it home. 1 year in store service, you bring furniture to store.		
Protection (initial your choice)	Customer declines Protection.	Customer accepts Protection.	Express Pick-Up Customer picks up furniture unassembled, in boxes. 1 year in store service, you bring furniture to store.		

Sub Total	
Sales Tax	
Total	
Cash, Check, or Credit Card	
Balance	

The undersigned having read the conditions of both sides of this contract & understand and accept the terms.

X

33

W 56 x D 18 x H 86

1399.00



* Please fill out all required field to continue

Order Summary \$ 2,815.12



Quick preview

Hydrodermabrasion and oxygen machine Zemits Wasser 13000 1 Hydro Dermabrasion Machines

Delete item [makeordPrDelete](#)

Quantity: 1 \$ 2,815.12

\$ 2815.12

Enter Code

[Apply Coupon](#)

The promotional code isn't entered
Not available

Edit

Name

Phone

Email

[To report](#)

Please fill in fields: Email

In process ...
sharespreview

Estimated shipping

Estimated sales tax

Order total \$ 2,815.12

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At Advance Esthetic, we are your one stop destination to all your beauty supply needs. We carry a wide range of only the best products-from furniture to equipment, supplies, and products. We continually update our line of products to ensure the best quality at a great value. Our professional team is dedicated to provide an outstanding customer service. We are confident that you will love our products.

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- [Guarantee](#)
- [Payment](#)



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[Our Showroom - San Diego CA](#)







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Description



LED Light Therapy Benefits

Take advantage of one of the most popular health and beauty products on the market. Experience the many benefits of LED Deep Light Therapy. Originally only available in offices, the DPL is approved for home use. It is very easy to use and is safe and effective.

Applicant / Borrower Company:

Elizabeth Laffay/Karen Brown

(Applicant Name)

Owners

(Title)

Elite Wellness Group, LLC

(Company Name – if different than Applicant Name)

350 North Main Street

(Street Address)

(Suite, Apt, etc.)

Huron, OH 44839

(City, State, Zip)

419-602-0293

(Phone Number)

47-4091020

(Federal Tax ID or last 4 of SSN)

elitewellnessgroup@bex.net

(Email)

(Fax Number)

Existing Business Information:

Type of Business: ☐ Commercial ☐ Retail ☒ Service

☐ Other _____

Legal Structure: Limited Liability Corporation

Primary Product or Service: Micronutrient Deficiency Testing/Individual Nutrition/ Functional Medical Nutrition

Date Established: May 2015

NAICS-SIC Code: _____

Website (if applicable): Elitewellnessgroup.com

Principal Officers / Owners:

Name / Title: Karen Brown

Email: elitewellnessgroup@bex.net

Phone: 419-602-0293

SSN (last 4): 5189

% Ownership: 50

Name / Title: Elizabeth Laffay

Email: beth.elitewellnesgroup@bex.net

Phone: 248-798-9944

SSN (last 4): 2460

% Ownership: 50

Name / Title: _____

Email: _____

Phone: _____

SSN (last 4): _____

% Ownership: _____

Name / Title: _____

Email: _____

Phone: _____

SSN (last 4): _____

% Ownership: _____

Location of Proposed Project:

137 East Water Street

(Address)

Sandusky, OH 44870

(City, State, Zip)

Erie

(County)

If a relocation, indicate from where 350 North Main Street, Huron OH 44839

Project Type:

☐ Renovation ☒ Expansion ☐ Start-Up/New Construction

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).

We are a completely woman owned and operated business. Our company offers Patented Micronutrient Deficiency Testing, Tailor-Fit Nutrition Plans & Evidence-Based Nutrients to improve + help people maintain their best health. Our experience as a former health food store owner and a physician with a B.S. in Nutritional Sciences allows us to emerge as a leaders in the wellness & prevention field, with our collective education setting us apart. As an established Huron based business since 2015, our goals are to bring our existing clients from the Cleveland area, Avon, Norwalk, Vermilion, Huron and the Sandusky area to downtown Sandusky, to further develop our wellness business, and to collaborate with neighboring wellness-based businesses in order to collectively thrive.

Hiring a collaborative team of wellness practitioners into a common community space is one of our ultimate goals. A positive shared space will help our practitioners thrive, increase traffic in downtown Sandusky and create a ripple of health in our community. Currently pending is the addition of a Functional Dietician, Massage Therapist and Physician Assistant to our small company. We would need to add key people to support our services as our business grows in the years to come.

The Reber Building has been in existence since about 1852 when George Reber, a prominent attorney in Sandusky historically, commissioned Zalman Wildman to construct this building out of limestone as a commercial investment. The wide cornice is simple. Pointed caps and plain sills decorate the windows of the second and third floors. The unadorned first floor store fronts have receded cast iron posts which divide and support the façade. It has housed a grocer, newspaper, hospital, supper club, and even prisoners during the civil war. More recently it has been home to mental wellness. Menswear and confections. It was dealt a mighty blow during a storm of the last year and has had to undergo renovations. We would care for and bring new life to this deserving space.

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).

Our current location will not be suited for our potential growth. With a positive expansion and relocation to Sandusky, our goal is to provide economic vibrancy and activity in the downtown area with a professional level client base as well as strong growth within our company.

Without a vibrant, healthy and prevention-based community, the positive growth and culture of our community cannot reach its full potential. Health is the foundation for our business and community growth.

Revitalization of 137 East Water Street:

1. Construction of two private office rooms
2. Furnishings
3. Construction of two barn doors to separate adjoining rooms
4. Painting & paint
5. Refridgerator for kitchen

6. Signage and facade improvement

Business/Personal References:

Name / Title: Dr. Lata Stefano, DDS

Email: latastefano@hotmail.com

Phone: 419-626-1199

Relationship: Business Associate

Name / Title: Dr. Stephen Cellier

Email: scellier@frontier.com

Phone: 419-626-2631

Relationship: Business Associate/Personal Friend

Name / Title: Elizabeth Etychison E2 Marketing Services

Email: elizabeth@bex.net

Phone: 216-374-5768

Relationship: Business Associate

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 of B+C+D should = A).**

Total Project Cost (itemize below):

613.81

Owner Equity (dollars and source):

153.46

Private Lending (dollars, source, and terms):

0

Request for City Assistance (dollars and type):

460.35 Grant

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 community-based business collaboration approach is unique. We have never felt the desire to keep all business growth within the walls of our company. Since we opened in 2015, we have managed to incubate and support other small health-minded entrepreneurs such as The Maca Root, local massage therapists, yoga practitioners @ Open Way Yoga, Sweet Potato Catering, Tim Dorsey Fitness, physical therapists, NOMS & Firelands Physicians, TMS Institute, counselors, and local farmers. Healthy choices need to be fostered and we intend to cultivate a strong sense of this locally, which will collectively benefit our neighboring companies with similar goals and ethics.

Hiring a collaborative team of wellness practitioners into a common community space is one of our ultimate goals. A positive shared space will help our practitioners thrive, increase traffic in downtown Sandusky and create a ripple of health in our community.

Currently pending is the addition of a Functional Dietician, Massage Therapist and Physician Assistant to our small company. We would need to add key people to support our services as our business grows in the years to come.

In progressive cities, there is a culture of wellness & health which ameliorates the retail, food and entertainment aspects of the city. The same could be done for Sandusky with the addition of Elite Wellness Group. We plan to play a vital role in keeping local employees, residents, and guests to Sandusky healthy, vibrant and well. In addition, we have plans to give back to less fortunate residents in the community in which our business resides and creating a business group to keep health a priority in Sandusky.

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 (if possible)
- ☒ Third party cost estimates, **INCLUDING RENDERINGS** (if applicable)
- ☒ Lease agreement, purchase agreement, or proof of ownership/site control

Attestation of Financial Condition

Do you or your business have any of the following:

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

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 after project completion.

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: Elite Wellness Group, LLC

By: Haren Brown, CEO / Elizabeth A. Laffay, D.O.
(Print or type name and title)

Haren Brown / ELA Laffay
(Signature)

January 23, 2019

(Date)



TERMS OF CONTRACT

The terms below are standard for the sign industry. If you have any questions, please contact our office and ask to speak to your project manager.

1. Estimates: Pricing is good for 30 days.
2. Electrical: Electrical power, if required, shall be brought to within 5' of a wall sign and stubbed at base for a monument sign by customer. Any additional electrical work to be done to accomplish this will be an additional charge to the customer for any and all time and material supplied for this purpose.
3. Price is based upon no rock excavation, no relocating any existing utilities, OUPS marks being present and current, having total access to the area, no dewatering, no traffic control or unforeseen obstructions. No concrete removal or rock excavation included in the quote. Price does not include any landscape restoration of any type.
4. Permits: Any permit(s) required for this job will be obtained by Brady Signs and will be billed at cost.
5. Site preparation: Customer shall be responsible for site preparation and access to site by Brady Signs and/or its subcontractors. In the event that Brady Signs is delayed by customer not having site ready, and additional trips are necessary to complete project, the customer will be charged for this time. Service and installations will be done during normal business hours and installers/subcontractors for Brady Signs shall be provided by customer with sufficient and easy access to the installation site(s) and customer shall insure that site(s) shall be free of surface and sub-surface obstruction. In the event during excavation that rock or other obstructions are encountered, there will be additional charges to the customer if blasting, jack hammering or extra equipment and/or time is required to prepare for installation.
6. Ownership: All signage will remain the personal property and shall not become a fixture to real property until such time as Brady Signs is paid in full for all sums owed by the customer. Ownership of all signage shall likewise not transfer to the customer until Brady Signs is paid in full, and the customer hereby grants Brady Signs a lien and the unconditional right to repossess its signage at the customer's expense for cause until such time as Brady Signs is paid in full.
7. Warranty: All signage work shall come with a 1 Year Warranty for labor and materials. Some signage components (i.e. LED modules and LED message centers) carry a longer term warranty. This warranty also applies for the material provided by the manufacturer. Labor charges will be incurred after the 1 Year Warranty period or replacement of these warranted components. There are no other warranties which extend beyond the description on the face hereof. If anyone else, other than Brady Signs or its agents, works on the signage, all warranties are void. If there is a default in payment to Brady Signs by customer, all warranties are void.
8. Insurance: Risk of loss for all signage shall shift to the customer upon delivery of signage to site(s). Therefore, the customer shall maintain sufficient insurance, including, but not limited to fire, windstorm, liability, and casualty, on the signage once it is installed. Brady Signs will insure that its workers are covered by workers' compensation coverage.
9. Additional Work: Any desired additional work or modifications to the proposed work (as set forth herein) shall be specified in writing by the customer, which agrees to pay Brady Signs for any such additional work which results in additional materials and/or labor being expended by Brady Signs. If cranes or lifting equipment are required, an additional charge will be incurred, for which the customer will be responsible.
10. Payment: Customer shall pay 50% of the Estimate amount to Brady Signs upon execution of the Estimate. Customer shall pay all remaining amounts due upon the primary installation, service, delivery or shipment.



11. Financial Penalty: Any payment due for work completed and not paid for within 30 days, shall accrue interest at the rate of 1.5% per month. Time is of the essence regarding payment to be made to Brady Signs.
12. Cost of Collection: Brady Signs shall be entitled to recover all costs of collections, including reasonable attorney's fees, regardless of whether incurred through demand, trial, appeal, or otherwise, from customer if payment is not made when due.
13. Not to exceed PO's: Brady Signs' estimate is based on normal working hours, specifications provided by client and normal installation methods. If at any point unforeseen circumstances should occur that goes above and beyond stated in the NTE price, then the client will be notified and change order requested.

Unforeseen circumstances include but are not limited to:

- A. Existing electrical is unsafe for installation of new signage and per code.
- B. If standard mounting methods do not apply due to unforeseen wall composition (i.e. Steel I or H beams, interior of store being disturbed) and special mounting is required.
- C. Not having access to wire and make final connections for all signs.

14. Customer accepts responsibility for all damage to private or public property if customer orders any trucks / equipment beyond the curb line, and relieves Brady Sign Company of any / all responsibility for the forgoing. Examples of damage including but not limited to concrete and pavement damage, towing charges, mud tracked on parking lots / public streets and rutting of ground / soil.

Further, as additional consideration, the undersigned agrees to indemnify and hold harmless Brady Sign Company and their suppliers for any / all damage to the premises and / or adjacent property, which may be claimed by anyone to have arisen within this contract agreement.

15. JURY WAIVER: THE UNDERSIGNED DOES WAIVE THE RIGHT TO A TRIAL BY JURY CONCERNING ANY AND ALL MATTERS ARISING OUT OF OR IN ANY WAY ASSOCIATED WITH THE PURCHASE OR FINANCE OF THE SIGNAGE DESCRIBED ABOVE.

By Signing Below, you are agreeing that you have read, understood, and voluntarily intend to contract all of the above:

Elite Wellness Group Date: 1-23-2019
Company Name

By: Laren Brown Laren Brown
Signature Printed Name

Payment terms: PAYMENT IN FULL DUE UPON INSTALLATION/COMPLETION. THANK YOU.

Client Reply Request

- ☐ Estimate Accepted "As Is". Please proceed with Order.
- ☐ Changes required, please contact me.
- ☐ Other: _____

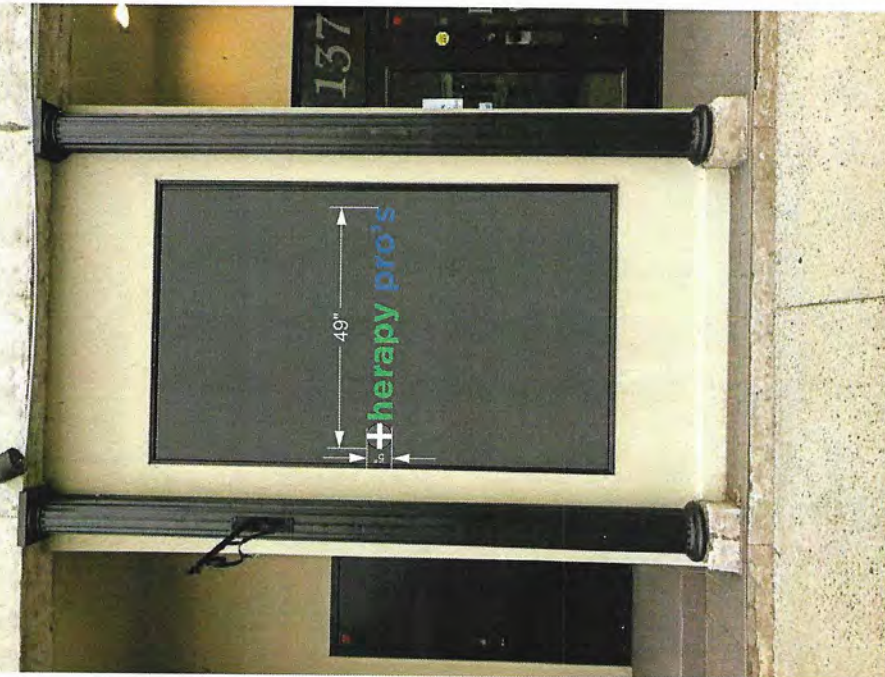
Sign: _____ Date: _____

Not to Scale

Client Approval: _____

Title: _____

Date: _____



Left Storefront Window

Scope of Work

Brady Signs to remove existing first surface vinyl graphics. Once removed, Brady to furnish and install new first surface window/door vinyl on left window, right window and storefront door. Graphics to be flat vinyl and/or digitally printed.

**therapy pro's logo still TBD. Logo shown in drawing just a placeholder.



Right Storefront Window



Storefront Door & Rear Entrance Doors for Both Suites

This drawing is not to be used as an exact representation of color. Colors shown represent design intent only for customer's consideration. Copyright © 2018 Brady Signs.



Customer: Elite Wellness Group & Therapy Pro's
Location: 137 E Water St. Sandusky OH 44870
File name: Dwg72318B
Date: January 8, 2019
Note: Storefront Vinyl Concept

These drawings are the exclusive property of Brady Signs. They represent chargeable time spent. They are submitted for your personal use under the agreement that the use of this design in its entirety or any part will not be reproduced, copied, lent or used for any purpose without written consent from Brady Signs.

Brady Signs

1721 Hancock Street
Sandusky, OH 44870
Phone (419) 626-5112
Fax (419) 625-5985



Visit BradySigns.com
 1721 Hancock Street - Sandusky, Ohio 44870
 Phone (419)626-5112 Fax (419)625-5985

Proposal and Purchase Contract

THIS PROPOSAL IS VALID FOR 30 DAYS FROM THE DATE OF THIS PROPOSAL

THIS PROPOSAL IS VALID FOR 30 DAYS FROM THE DATE OF THIS PROPOSAL			
CUSTOMER Elite Wellness Group 137 E Water St. Sandusky, OH 44870 Attn: Karen Brown		PROPOSAL / JOB SITE Elite Wellness Group 137 E Water St. Sandusky, OH 44870 <i>New Storefront Vinyl</i>	
Proposal Date	1/14/2019	Drawing # Dwg72318B	Proposal # Quo72318B
Sales Executive		Ryan W. Brady	

THIS PROPOSAL AND PURCHASE CONTRACT IS SUBJECT TO THE WARRANTIES, WARRANTY DISCLAIMER, TERMS AND CONDITIONS APPEARING HEREON, ON THE REVERSE SIDE HEREOF AND IN FINAL ORDER ACKNOWLEDGMENT, AND PURCHASER AGREES TO BE BOUND THEREBY. NO MODIFICATIONS OR ADDITIONS THERETO SHALL BE BINDING UPON BRADY SIGN COMPANY. UNLESS EXPRESSLY CONSENTED TO IN WRITING IN EITHER THE PROPOSAL OR THE FINAL ORDER ACKNOWLEDGMENT. ANY CONFLICTING WARRANTIES, TERMS AND CONDITIONS IN ANY OF PURCHASER'S DOCUMENTS ARE SPECIFICALLY REJECTED BY BRADY SIGN COMPANY.

Item	Description	Amount
1	<p>Remove existing vinyl. Once removed, then furnish and install new storefront vinyl on right storefront window, Water Street entrance door and Shoreline Drive entrance door. Graphics will be a combination of high performance 3M vinyl and digitally printed graphics.</p> <p><i>Typical Lead Time: 2 -3 weeks for vinyl. Commencement upon paid deposit, signed contract, finalized customer approved art work and zoning approval. Art work which may be required by customer or to satisfy zoning or landlord requirements will be billed as an additional item at \$75.00 per hour.</i></p> <p>Permit, variance, and engineering fees billed additional at cost plus staff time on final invoice</p>	<p>\$ 575.00</p> <p>\$ -</p>
		Sub total from above \$ 575.00
		Sales tax percentage 6.75%
		Sales tax \$ 38.81
		Total \$ 613.81
		Downpayment due at time of Order \$ 306.00
		Balance due upon completion of Contract \$ 307.81

February 12, 2019

Economic Development Incentive Committee Summary

North Shore Running Store, LLC (or its affiliates and assigns)

APPLICANT: North Shore Running Store, LLC
516 Lincoln Avenue
Huron, Ohio 44839

CORPORATE STRUCTURE: Limited Liability Corporation

PRINCIPAL/% OWNERSHIP: Melissa Lowrey – 100%

PROGRAM APPLIED FOR: Small Business Assistance

RECOMMENDATION: \$8,520.00 Small Business Assistance grant; contingent upon obtaining title/lien reports, obtaining all relevant permits (if necessary), submitting before and after photographs (if necessary), and displaying a sign evidencing City of Sandusky support for one year after project completion. This project will be complete by 8/30/19.

BACKGROUND

North Shore Running Store, LLC (the “Company”) is a female owned business that has been recently created and looking to move into a bricks and mortar facility in downtown Sandusky. The owner is a current cross country, track and running club coach for the Huron City Schools. The Company caters to runners, walkers and cross-fit athletes through such services as custom shoe fitting, bio-mechanical analysis and will sell shoes, apparel and running equipment. The Company will also serve as a community hub for running clubs/groups and individual and group training.

PROJECT DESCRIPTION

The Company desires to move to downtown Sandusky to locate within a brick and mortar facility and to be adjacent to similar and synergistic uses such as nutritional and fitness facilities. The Company intends to lease space at 178 E. Market Street (the “Lea” building). To make the space suitable, the company needs to build out the storefront with additional electrical work, permanent light fixtures, painting, custom shelving and seating and various pieces of equipment in addition to start up inventory.

PROJECT FINANCING

The project sources and uses are as follows for the small business assistance:

Uses

Electrical	\$	4,000.00
Electrical Fixtures	\$	2,500.00
Painting	\$	5,500.00
Shelving & Racking	\$	2,200.00
Misc. Furniture	\$	2,400.00
Misc. Equipment	\$	5,863.42
Total	\$	22,463.42

Sources

City - SBA Grant	\$	8,520.00
Owner Equity	\$	13,943.42
Total	\$	22,463.42

The recommended total grant amount of \$8,520.00 in small business assistance is equivalent to just under 40% of the total project costs but equivalent to 60% of eligible project costs (in line with program guidelines).

FINANCIAL SUMMARY – BUSINESS

Annual Sales Revenue (YR1 = \$150,000, YR2 = \$175,000, YR3 = \$200,000). Net Profit (YR 1 = \$20,000, YR 2 = \$24,000, YR 3 = \$37,000). Payroll (YR1 = \$16,500, YR2 = \$27,500, YR3 = \$27,500). Employment will remain steady at 1.5 persons for the first 3 years.

RECOMMENDATION

I recommend an \$8,520.00 Small Business Assistance grant to support this project. This grant will aid in the relocation of the Company from Huron to Sandusky into its first ever physical, bricks and mortar storefront space. The location will also enhance street level activity and help re-occupy a vacant storefront while also bringing a unique a missing retail tenant to the downtown.

Applicant / Borrower Company:

MELISSA M. LOWREY

(Applicant Name)

BUSINESS OWNER

(Title)

NORTH SHORE RUNNING STORE LLC

(Company Name -- if different than Applicant Name)

178 E. MARKET ST.

(Street Address)

(Suite, Apt, etc.)

SANDUSKY OH 44870

(City, State, Zip)

419. 656. 8224

(Phone Number)

RED35@BEX.NET

(Email)

83-1982554

(Federal Tax ID or last 4 of SSN)

(Fax Number)

Existing Business Information:

Type of Business: ☐ Commercial

☒ Retail

☒ Service

☐ Other _____

Legal Structure: 178 E. MARKET ST., Sandusky (LEA Building)

Primary Product or Service: Running shoes, apparel, racing equipment, gear analysis and community sponsored events.

Date Established: 9-21-2018

NAICS-SIC Code: _____

Website (if applicable): _____

Principal Officers / Owners:

Name / Title: MELISSA M. LOWREY / OWNER

Email: RED35@BEX.NET

Phone: 419.656.8224

SSN (last 4): 3660

% Ownership: 100

Name / Title: _____

Email: _____

Phone: _____

SSN (last 4): _____

% Ownership: _____

Name / Title: _____

Email: _____

Phone: _____

SSN (last 4): _____

% Ownership: _____

Name / Title: _____

Email: _____

Phone: _____

SSN (last 4): _____

% Ownership: _____

Location of Proposed Project:

178 E. MARKET ST. (LEA Building)

(Address)

Sandusky OH 44870

(City, State, Zip)

ERIE

(County)

If a relocation, indicate from where _____

Project Type:



Renovation



Expansion



Start-Up/New Construction

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).

PLEASE REFER TO THE NORTH SHORE RUNNING STORE'S BUSINESS PLAN.

SECTION (S): Organization/Management Plan and Location

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).

Please refer to The North Shore Running Store's Business plan.

SECTION (S): Statement of Purpose
Description of Business
Mission Statement
LOCATION

Business/Personal References:

Name / Title: Sarah Ross Erie County Economic Development Corp.
Email: Sarah@eriecountyeconomic.org Phone: 419.627.7794
Relationship: RISE advisor

Name / Title: Roger Blevins / Science teacher + coach
Email: rblevins@huron-city.k12.oh.us Phone: 419.662.7329
Relationship: Coaching partner with Huron City Schools

Name / Title: Jeff Neibler / General Manager Shepneck Ford
Email: NEIBLERJEFF@gmail.com Phone: 419.271.4165
Relationship: Friend + Business Associate

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 of B+C+D should = A).

(A) Total Project Cost (itemize below): \$ 119,295.

(B) Owner Equity (dollars and source): _____

\$ 30,000 personal savings through Civista Bank.

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

\$105,000 - Civista Commercial line of credit

\$ 45,000 - Emerging Sandusky Business Grant Initiative

(D) Request for City Assistance (dollars and type): \$ 19,795.

\$ 14,200 = renovation + improvements

\$ 5,595 = Operating Equipment

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>	JAN 18, 2019	MAR. 15, 2019	
<u>Financing</u>	FEB 1, 2019	MAR. 15, 2019	
<u>Construction</u>	APR. 1, 2019	MAY 15, 2019	
<u>Other</u>	ESTIMATED OPENING DATE OF JUNE 1, 2019		

Project Impact and Employment:

PLEASE REFER TO NORTH SHORE RUNNING STORE'S
FINANCIAL FORECAST INCLUDED IN THE BUSINESS PLAN ATTACHED.

	Current Year	Year One	Year Two	Year Three
Annual Sales Revenue				
Annual Payroll				
Current Employment (FTE)				
Average Pay Per Employee				

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?

Please refer to The North Shore Running Store's
business plan.

Section(s): Description of Business

Objectives

Marketing Plan

Mission Statement

Organization Plan

Personnel

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 (if possible)
- ☒ Third party cost estimates, **INCLUDING RENDERINGS** (if applicable)
- ☒ Lease agreement, purchase agreement, or proof of ownership/site control
copy of commercial lease Agreement with #2 properties attached.

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 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 after project completion.

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: NORTH SHORE RUNNING STORE LLC

By: MELISSA M. LOWREY
(Print or type name and title)

Melissa M. Lowrey
(Signature)

JAN. 30, 2019
(Date)

NORTH SHORE RUNNING STORE LLC

A Specialty Running Store

Business Plan

Submitted to:

H2 Property Holdings, LLC
Civista Bank Commercial Lending
Erie County Economic Development Corp.
City of Sandusky Economic Development

Melissa M Lowrey
516 Lincoln Ave.
Huron, OH 44839
419.656.8224

Statement of Purpose

NORTH SHORE RUNNING STORE needs \$65,000 in funding for miscellaneous start-up expenses. Including but not limited to working capital, inventory and equipment such as fixtures/displays, footwear, apparel, accessories, computer and software management system, website, marketing strategy, materials, required licenses and permits and insurance costs.

Description of Business

NORTH SHORE RUNNING STORE is a start-up business providing a high level of customer service to runners, walkers and cross-fit athletes of all fitness levels. Specialty services will consist of fitting of shoes for the highest level of comfort, bio-mechanical analysis, apparel, and equipment. To create more than a running store, this business will become a community hub for runners, student-athletes, local coaches, race and event planners and local trainers and instructors in many different types of fields. The idea of this store is to not only prepare and find solutions to improve an athlete's fitness level and competition but to also involve additional local entrepreneurs. Allowing other local entrepreneurs the opportunity to share and teach their skills will result in education and creation of a health and wellness awareness to our community. We will incorporate specially designed yoga classes, local health food vendors and nutritionists, and leaders of area running clubs to lead and train our weekly run groups. Runners enjoy the individualized attention they get when visiting a small, locally owned running store. With consistent training my employees will be able to provide quality service, spending as much time as necessary on each customer.

Our research has shown these specialty stores, typically small mom and pop establishments, offer customers an assortment of gear specifically targeting the sport of running. Athletes can interact with other runners as they seek advice regarding the best fitting shoe or shop for the latest gadgets. There is a need for these services due to the ongoing, ever-changing aspects of running, racing and competing among our area student-athletes, competitive athletes, recreational runners, area running clubs and fitness enthusiasts.

As a competitive running coach, my program sends many of our athletes to the Toledo and Cleveland areas to be fitted correctly for the right type of running shoe. This is an inconvenience for them as well as their busy families that have to make the drive during the school/work week or on busy weekends. We need to keep local money here instead of sending it out of our area.

Our major customer focus will be placed on city and parochial school systems' cross country and track teams, marathon, half marathon, 10k/5k, trail racers and recreational runners and walkers alike. We will also be targeting area physician offices and clinics that specialize in podiatry, chiropractic, and sports medicine. Also including area running clubs, fitness centers, massage therapists, school athletic directors and coaches, local sports facilities, parks and recreational directors.

The company will be owned and operated by Melissa M Lowrey as a limited liability company.

Products

NORTH SHORE RUNNING STORE will sell the most well-known brands in running shoes, apparel and racing goods. Consumers will be educated as to the proper size, style, fit, and design needed for their particular use. The products will be purchased from Brooks, Mizuno, Asics, New Balance, Saucony, Hoka One One, Altra, GU, Pro-Tec, Run Guard and many other companies. We will add more product and variety as business and consumer feedback grows. Inventory will be tracked through our specialty retail-based POS system so each day we will be aware of the style, size, and quantity of every item sold in the store.

In reference to the shoe longevity for runners, on average running shoes need replaced every 500 miles to reduce injury due to wear and tear of the shoe. Brooks, for example, comes right out and suggests every 250 to 500 miles, depending on the shoe. This, of course, will be dependent on fitness levels, training plans and mileage ran by an individual. If a runner is a high mileage runner shoes will need replaced every 6-8 weeks, 3-5 months for avid runners running 25-40 miles per week and 6-12 months for recreational runners running 6-10 miles per week.

We will also have a small customer base of individuals who need a good supportive shoe recommended by their doctor and customers who are not runners/walkers but enjoy the style and comfort level of a good athletic shoe.

The apparel offered in the store will come from some of the shoe vendors themselves. A few of the shoe brand sales reps for our area are considered independent sales reps and they work additionally for separate companies offering running and racing accessories. To build on the relationship between North Shore Running Store and the store's customer base we, as the retailer, will create a business relationship with local printing vendors. This plan will assist us in the designing, marketing and managing of our own seasonal apparel and merchandise to be sold in the store. This will promote advertising and profit for us.

Marketing Plan

NORTH SHORE RUNNING STORE has researched the demographic area for the City of Sandusky and beyond to target:

- At least 30 area school systems + 1 local college BGSU Firelands Huron and Sandusky Campuses and career center (Ehove) within a 20-mile radius from the City of Sandusky. Including but not limited to adjacent counties that could easily benefit from community participation with North Shore Running Store.
- Four large local running clubs that include members of an excess of 800 runners.
- Tenants of several new and existing residential spaces within the city.
- Future plans Sandusky has in design to develop an extension of BGSU in downtown specializing in the leisure and tourism of our area. This plan is projected to bring in 200+ students to downtown who will be able to utilize our store's services.
- The future development of the existing Sandusky Bay Pathway that will allow runners and walkers to use this as a route through the City of Sandusky, where our store will be centrally located.
- The large volume of visitors to downtown Sandusky annually - who utilize the Jet Express and the Goodtime I Lake Erie Island Cruise to the islands, 7 marinas, Cedar Point Amusement Park, the hundreds of hotels and resorts, and the 12 metro parks in Erie County - not only benefit our local resident runners but will also draw tourist's attention to a source of exercise while they are staying in our area as well.
- Developing a working relationship with Sandusky Parks and Rec Department assisting with sponsorship and advertisement of local road & trail races and events. Several communities in our area support numerous races and events throughout the year in Erie County and adjacent counties. The development of the Sandusky Race Series 2019 and the City of Huron We Run This Town Race Series 2018 are two (2) large racing events throughout the year consisting of five (5) races each held locally.
- Developing a partnering relationship with area fitness centers: Health & Strength Gym, Tim Dorsey Fitness, Planet Fitness, CrossFit Sandusky, Harmony In Health Ltd, The Gym Huron, Open Way Yoga, b fit LLC Huron, Huron Health Club. Massage therapists: Ehove School of Massage, Sandusky Massotherapy, Advanced Health and Riverbend Massotherapy, Huron.
- Contacting our local sports medicine specialists and podiatrists: NOMS Dr Matthew C. Petznick, DO, Sandusky Therapy & Sports, NOMS Podiatric Medicine, Huron Podiatry, Firelands Hospital along with adjacent county hospitals.
- A simple outline of the cost of living in Sandusky, OH (based on a national

average of 100 and the average cost of living in Sandusky, OH being 80). That puts it 12% lower than the average of Ohio and 20% lower than our nation's average. This simple outline of the cost of living index was formulated using prices of: goods and services (weighted 33%), housing prices (weighted 30%), groceries (weighted 13%), utilities (weighted 10%), transportation (weighted 9%), and health care (weighted 5%). Thus, goods/services, along with housing influences the majority of the cost of living index. The price of daily goods and services is a valuable and reliable number to be aware of when considering the general price of the city's goods. In the case of Sandusky, OH, the price of goods and services are 11% lower than the average of Ohio as well as 12% lower than the nation's average.

- The City of Sandusky's population: 25,338, Erie County 75,800, adjacent counties such as Huron County 58,700, Ottawa County 41,400, Sandusky County 59,800 and Lorain County 304,000.

North Shore Running Store's Mission Statement

Our mission statement is to provide a service-based business whose primary goal is to exceed customer's expectations. Our daily focus is on providing an inclusive and welcoming experience for anyone seeking fitness in their lives. With a focus on running and walking we will work every day to be a community resource and to connect our community to the best collections of running and fitness products. From unmatched retail service to the highest quality community events and training programs we will strive to inspire health and fitness throughout Sandusky, Erie County and our surrounding communities. Our industry is called run specialty, but to us, it is customer specialty.

Objectives

- As a pre-qualifier to starting this business, we have personally contacted and interviewed some of our target customers. Because of the personal contact and the full explanation of the services we will provide, we have secured a very high interest in this type of business needed for our target market. We have also contacted similar businesses in surrounding states and cities to retrieve data on sales and experience. Numerous vendors have been contacted to give us a financial forecast and information needed to create licensed vendor business accounts with them, contingent on the start-up of this business.
- Continued marketing methods will include strategically planned newspaper and area radio advertisements, creation of social media sites, personal contact with local physician offices, networking with a strong presence at local events and sponsorship of races and our website updates and promotions. Also, being connected to and working closely with our local community development programs such as the City of Sandusky, Erie County Economic Development Corp, RISE program, Lake Erie Shores and Islands, a member of the Erie County Chamber of Commerce and our local Parks and Recreation Dept will aid with marketing opportunities for the store.
- As mentioned, the running community is a very tightly knit group. Many running stores organize group runs. This is an opportunity for runners of all levels to interact and learn from each other. Participating in these outings is a great networking opportunity in an informal setting. By taking this a step farther I can set up a running club, offering members a discount on store purchases, lockers and small incentives for them to use my store location as a base for the start and end to their daily runs. And as a hub for race day and as beforementioned classes geared towards runners instructed by local instructors such as yoga, utilizing nutritional promotions such as partnering with a personal friend and coaching colleague the new business owner of Maca Root Juice Bar (located in Paddle & Climb, Sandusky), partnering with area trainers (such as Tim Dorsey Fitness, Health & Strength Gym, NOMS Fitness, CrossFit Sandusky, Open Way Yoga and Harmony In Health Ltd to name a few within Sandusky) for training plans and local massage therapists offering their services for our runners wellness.
- Another great way to get my name into our community is to sponsor races. I can organize the race, provide a race timing system or invest as a sponsor in an established community race. Those really looking to give back to the community have found success partnering with a shoe manufacturer and sponsoring local young athletes. As stated before, targeting our high school runners and providing shoes and running gear supports their effort to start their sports journey.
- Not only do I want to become a store owner, I want to become an employer. My goal is to employ 1-2 part-time employees within my first year of business. I

would like to target our local high school and/or college students for employment that hold the same passion in this sport. For both levels of student-athletes this can provide excellent internship and future professional experience for them.

Competition

Currently, NORTH SHORE RUNNING STORE has one major competitor operating in the immediate area, providing a variety of sporting equipment:

- Dick's Sporting Goods, Sandusky, OH – provides sporting equipment of all kinds but offers minimal expertise with the running shoe product, fitting analysis and shoe brand. They are also limited on certain types of running and training shoes based on the season of the sport. Some of those shoe designs are only on their website which does not provide the customer an accurate fit, feel or match for their body type and it takes days for the product to arrive in the customers hands. This store is not community-based and does not strive to focus on the specifics of any one sport like our store will.
- Second Sole and Dave's Running Shop, Northwestern OH, Toledo area (61 miles) - Two small specialty running store franchises who provide the same service we intend to provide and have an excellent reputation. Both located approximately one hour to the west from the Sandusky area.
- Second Sold and Fleet Feet, Northeastern OH, Cleveland area (66 miles) – Two small specialty running store franchises who provide the same service we intend to provide and have an excellent reputation. Both located approximately one hour to the east of the Sandusky area.

Location

NORTH SHORE RUNNING STORE will operate out of a leased retail store front in the heart of downtown Sandusky OH. This location will be easily accessible for customers coming from all surrounding towns. Equipment, inventory, and supplies will be stored in a 1,400 - 1,500 square foot retail street front space on the property. The overhead costs for the use of this building will be approximately \$22,000/year including rent, utilities, a portion of property tax, insurance, and common-area maintenance. The building is already equipped with an open concept for retail with plenty of space to add shelving, retail racks, and furniture. An inspection will be conducted to determine ample electricity accessibility, lighting needs, air conditioning, and heating. Adequate store front parking, a nearby parking lot and public parking garage is also accessible for our customers. The property will be properly zoned for this intended business. This business will be located within a high traffic area which will bring customers to our location to develop continued growth.

The retail store front that I believe will work for my start up business is located at 178 E. Market St. (Lea Building). As a starting point for my business this space makes sense to me financially, by the square footage it offers along with the existing floor plan. During our initial walk through of the space I was advised it would be leased "as is" and that the owners would not be making any renovations in this space. However, there are several areas throughout the space that will need drywall work completed. The property manager is communicating with the property owner on how and when this will be finished. The rooms that are already created within the space will work with my store plans. This includes a public restroom (ADA compliant), a meeting/conference room, inventory space, a changing room, a break room for my employees and a space for lockable storage for my customers.

After taking a three (3) additional walk throughs of this space with the property managers in January 2019 I was able to determine what tenant improvements, equipment layout and purpose the space will serve in order to run my business effectively and efficiently.

- Electrical improvements include upgraded ceiling lighting throughout, added outlets and electrical box upgrades. A price quote from Fresch Electric has been included.
- Improvements to wall, ceiling and trim paint will be completed. A price quote from Lake Erie Painting LLC has been included.
- Built-in permanent shelving units attached to the wall will display running shoes in the store front. A price quote from Benny Byington on two (2) different shelving plans has been included.
- I will be storing several thousands of dollars in inventory within the space and appropriate security measures will be a critical investment to the store. A price quote from Luke's Computer & Electronics has been included.
- Internet, cable and phone wiring will also need to be installed in order to effectively use WiFi for a point of sale system, internet usage, and the security system. A phone line for fax usage will also need to be installed in this space.

- Print outs from online websites of necessary store equipment have also been included as depreciable equipment:
- The iPad will be utilized with my point of sale system
 - The MacBook will be utilized for payroll, scheduling of employees, business email with vendors, digital marketing and for the use of Quick Books.
 - The HP laptop will be used together with the treadmill for gait analysis. This will be an added service for our customers, providing a more personalized running/walking shoe fitting experience.
 - The Light Speed print out will be the company I will be using for my point of sale software, inventory tracking and check out equipment.
 - The lockers will be equipment utilized by customers for purpose of lockable storage. They can utilize these when they come to the store for one of our group training runs, yoga class, if they are participating in a local race downtown or if they are in the area and would like to just go on a run downtown and need locker storage in addition to using the store's changing room and restroom.
 - The printer/scanner/copier/fax machine will be utilized for business purposes.
 - The two (2) refrigerators: the 3.2 cubic compact refrigerator will be used for employees in the break room. The beverage refrigerator's purpose will be specifically used to provide customers beverages when the store offers yoga and other training sessions.

Organization Plan

Management

Melissa M. Lowrey has been a resident of the Sandusky/Huron/Bellevue OH area for the past forty-eight years. Following graduation from Bellevue Sr High School, she enrolled at the University of Akron where she completed an Associate Degree in Hospitality Management with concentration on travel & tourism. Following college graduation, Melissa was employed with AAA Ohio Motorist Association in their Norwalk and Elyria offices as a travel agent, customer service and sales specialist for 14 years. Currently, she is employed with the Ohio State Highway Patrol, Sandusky Post, as a law enforcement dispatcher. Melissa has been involved with Ohio public safety for the past 13 years. This has helped with creating solid relationships with local law enforcement within our community.

With Melissa's passion and interest in everything running, she currently holds a coaching position with the Huron City Schools System as a cross country, track and running club coach. She has been employed with the school for 5 years. Coaching has allowed Melissa to create relationships with other area coaches and athletic directors along with many student-athletes and their families. Since Melissa has been coaching, she has been able to see the need for North Shore Running Store's services here in our community. It will fit into the revitalization of our surrounding area by bringing a unique customer based service other big box stores, restaurants, bars and other small retail stores can't give.

Melissa is also engaged to Donald J Huntley. Donald will play an active role supporting Melissa with her new business. He and his family have had a lifelong history in Sandusky residing and conducting business here. Donald's great grandfather, grandfather and father founded, owned and operated their family business Huntley Dry Cleaning and Uniform Sales in the City of Sandusky. Donald Sr and Donald Jr began operating the dry cleaning and uniform supply business out of the Huntley Building located at 133 E Market St (now named Marketplace at Cooke) from the mid-eighties to 2017 when it was sold to H2 Property Holdings owners Rick and Meghan Hogrefe.

The desire to operate a business and carry on family tradition in Sandusky is what Melissa and Donald are striving to accomplish. And knowing the potential the City of Sandusky can develop inspires both Melissa and Donald to create and develop a positive, inspiring business such as North Shore Running Store.

Personnel

NORTH SHORE RUNNING STORE will hire employees on an as needed basis as the business grows. All employees will be well trained in all aspects of the business, the equipment usage and maintenance, inventory and customer relations. It is critical that staff members be passionate and knowledgeable about running and everything that it encompasses. These associates would focus primarily on customer service. They will be working during the peak sales periods, in the evenings, and on weekends. They will need to be outgoing, friendly, professional, and presentable. While this type of position in our profession is generally filled with students and young adults we will also be looking for local teachers, coaches, and athletes who are looking to supplement their income. The hiring of our local youth/student-athletes will provide an affordable, positive and educational working environment supporting their future education and work force choices in our community.

Operations

NORTH SHORE RUNNING STORE will operate Monday – Friday 10AM – 7PM, Saturday 10A-5P. Dependent on demand these hours may be expanded and/or reduced.

Summary

NORTH SHORE RUNNING STORE will be a full-service specialty store focusing on the needs of all running enthusiasts. We will serve the residential and commercial customers within the immediate area and surrounding counties. Our experience, training, and desire to be the best in the business will enable us to service our customers as they expect of us, and as we expect of ourselves.

We have utilized the services of the Small Business Development Center, H2 Property Holdings/Management, the City of Sandusky Economic Development Program, the Erie County Economic Development Corporation, the RISE program, the Erie County Chamber of Commerce, Lake Erie Shores and Islands, the director of Sandusky's Parks and Rec Dept., accountant Mike Miller at Payne, Nickels and Company, and an attorney to serve as advisors in this venture.

PROPOSAL

FRESCH ELECTRIC INC.
1414 Milan Rd.
SANDUSKY OHIO 44870
PHONE (419) 626-2535
FAX (419) 626-2537

DATE: January 28, 2019
PROPOSAL SUBMITTED TO: Melissa Lowrey
ADDRESS: email – red35@bex.net

JOB NAME AND LOCATION: New Shoe Store – Budget Price

We hereby submit specifications and estimates, subject to all terms and conditions as set forth as follows:

1. Remove existing fuse panel, increase amperage to 100 amp from basement disconnect, to new 100 amp main breaker panel with all new breakers as needed.
2. Install approx (4) new duplex outlets in front show room. Install new outlet & circuit for microwave & reffridge in break room.
3. Replace existing old track lighting through out space and install new lighting selected by others.(approx 8 locations)
4. Install 2 LED strip lights in rear inventory room.
5. Attempt to update and or replace trims on front show window, recessed can lights.

Total Budget Price 1-5	\$4000.00
Fixture Allowance	\$2500.00
Total	\$6500.00

NOTE: Permits not included

NOTE: This proposal may be withdrawn by us if not accepted within days.

Authorized Signature

Accepted: The above prices, specifications and conditions are satisfactory and are hereby accepted. You are authorized to do the work as specified. Payment will be made as outlined above.

Date:

Signature

Lake Erie Painting LLC

425 Newport Drive
Huron, Ohio
44839

Estimate

Date	Estimate #
1/26/2019	214

Name / Address
MELISSA LOWREY 178 E. MARKET ST. SANDUSKY, OHIO 44870 RED35@BEX.NET

			Project
Description	Qty	Cost	Total
INTERIOR PAINTING - APPLY ONE COAT OF FLAT CEILING WHITE TO THE CEILINGS, SOME PREP TO THE WALLS, HALLWAY AND SOFIT APPLY PRIMER TO DRYWALL REPAIRS, APPLY TWO COATS OF EGGSHELL TO ALL WALLS, PAINT ALL TRIM AND SCRAPE PAINT FROM CEILING IN THE BACK ROOM. PRICE INCLUDES ALL MATERIALS. I REQUIRE A 50% DEPOSIT ONE WEEK BEFORE STARTING, AND THE BALANCE DUE WHEN PROJECT IS COMPLETED.		5,500.00	5,500.00
		Total	\$5,500.00

Customer Signature _____

Sandusky Salvage Center
209 Decatur St Sandusky OH 44870
419-656-6137



QUOTE

1/29/2019

BILL TO

SHIP TO

INSTRUCTIONS

QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL
	2- 8 ft. shelves	2200	2200
2	Custom Live Edge Bench	900	1800
6	Steel and glass item rack	100	600

SUBTOTAL

4600

SALES TAX

SHIPPING & HANDLING

TOTAL QUOTE

4600

Thank you for your business!