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Applicant Contact Information

First Name: Martha

Last name: Patience

Role/ Title at your organization: owner/ President

Email Address: MarthaLikesDogs@aol.com

Phone #: 207-555-5555

Business Information:

Business Name: Sweet Nibbles, LLC

Organization type: LLC

(Choices: Sole Proprietorship, S-Corp; C-Corp; LLC; Partnership; B-Corp, E-Sop, or Co-op; Nonprofit; Other)

Street Address: (provide the complete primary address for your business operations within Maine)

14 Main Street

Street Address 2:

City/ Town: Harpswell

State: ME

Zip: 04040

Industry: Dog Food

UEI number: 123456687

EIN: 123456789

Registered with ME Secretary of State? yes

Date of Business incorporation: 5/1/2001

NAICS code: 311111

What was the organization's reported total revenue for 2022 (on taxes or if taxes are not yet complete, financial statements): \$422,901

What was the organization's total revenue for 2021 as reported on federal taxes: \$300,802

What was the organization's total revenue for 2020 as reported on federal taxes: \$150,778

What was the organization's total revenue for 2019 as reported on federal taxes: \$227,553

{Not for Nonprofits} Business Principals:

Add an entry for each principal or business with 20% or greater ownership of the applying business. If you are the sole proprietor, enter your name and indicate that you own 100% of the business. List owners from greatest to least ownership percentage.

First name: Martha

Last name: Patience

Ownership percentage: 85%

First name:

Last name:

Ownership percentage:

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Business Job Creation:

How many full-time employee equivalents does your company employ? (calculation video at www.famemaine.com/thrive): 3

How many Maine-based full-time employee equivalents? 3

Are you a seasonal employer? no

Total Aggregate Wages over one month: Provide total aggregate wages paid to employees (excluding owners) during the most recent calendar month for which such information is available \$2,224

Diversity, Equity, Inclusion and Belonging

Is the business owner's native or primary language other than English? [Nonprofit: Is the leadership's (CEO or Board Chair) native or primary language other than English?] no

[if yes, please specify the language]

Do you identify as a woman-owned business? [Nonprofit: Does you identify as a women-led organization? (CEO or Board Chair)] yes

Do you identify as a veteran-owned business? [Nonprofit: Does you identify as a veteran-led organization? (CEO or Board Chair)] yes

Do you identify as a Hispanic or Latinx-owned business? [Nonprofit: Does you identify as a Hispanic of Latinx-led organization? (CEO or Board Chair)] no

Do you identify as a minority-owned business? [Nonprofit: Does you identify as a minority-led organization? (CEO or Board Chair)] no

[if yes, please describe]

(Nonprofit version: Is half the board (or more) self-identified minority?)

Does the company offer paid leave and paid sick time (yes/ no) yes

Does the company offer paid vacation? (yes/ no) yes

Does the company offer health insurance? (yes/ no) no

Does the company offer a retirement savings plan to employees? (yes/ no) no

Do you have a predictable and regular schedule? Are schedules distributed at least 2 weeks prior to start? (yes/ no) yes

Do all employees undergo a regular performance review at least once yearly? (yes/ no) no

Is the average wage of an FTE (or FTE wage equivalent) higher than \$35k? (yes/ no) yes

Does the staff have opportunity to provide feedback on leadership? (yes/ no) yes

[Nonprofit only] In the last 5 years, have you met a majority of goals that the board of directors have set for you in at least 2 of the years?

[Not for nonprofits] Has the business ever been profitable? (yes/ no) yes

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Pandemic Impact and Response Plan

Section 3: Negative Impacts of the COVID-19 Pandemic:

I certify that my business/organization has not received grants and/or forgivable loans greater than the amount of loss experienced by my business/organization (yes/no) yes

List previously received funds from state or federal pandemic relief programs funding received below. Include program name, amount received, date received, date forgiven, and purpose of funds.(i.e. Payroll Protection Program (PPP), Economic Injury Disaster Loan (EIDL) advance, MTI PRIME, etc)

| | Date received/ forgiven | Amount | Purpose |
|------|--------------------------|---|---------------------------------------|
| PPP | 4/29/2020; 11/22/2020 | \$24,000 | Payroll |
| EIDL | 9/3/2021 | \$52,000 (\$10,000 forgiven advance) | Operating costs and shutdown costs |
| | | | |
| | | | |

Describe the negative financial impact of the pandemic on your business from 2020-2022. Include quantifiable dollar estimates for things like: revenue/ profit lost, additional costs incurred due to the pandemic, increased lead times, increased materials cost, etc.

We are a main street business and in 2020, we did not have an online sales shop. We relied entirely on customers coming into the store and people walking their dogs past our business.

Since we were not a critical business, we closed our doors for four months in 2020. Our average revenue for those 4 months in 2018-2019 was \$97,000, so we are claiming lost revenue of \$97,000 for that period.

Additionally, we needed to add virus protection for our employees and customers. We added plexiglass shields (\$567), provided masks and testing (\$982), and had additional cleaning supplies and services (\$2,034). Together, those costs add to \$3,583.

Together, the financial impact was \$100,583.

After accounting for any pandemic funding you've already received, does your organization still have more than a \$10,000 economic loss due to the pandemic? (yes/ no) yes

After accounting for any pandemic funding you've already received, does your organization still have more than a \$250,000 economic loss due to the pandemic? (yes/ no) no

How did you learn about this ARPA program? CEI email

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Impact Statement:

How much money are you requesting for your loan? (\$10k-\$500k) \$374,990

I certify that my business/organizations has not received or utilized other Federal or State grant funding to pay for the same expenses requested in this grant. (Yes/no) yes

I certify that my business/ organization does not have another active/ pending request for Federal or State grant funding to pay for the same expenses included in this grant (yes/ no) yes

If implemented, how many Maine FTEs would you hire directly because of this money? 2

Thrive Maine Round 2 Impact Statement (uploaded document)

In two pages or less, please answer the following questions. Be specific and provide numbers whenever possible.

1. What would you do with this money? Please include a line item break down of your request

With this money, I would fund a new manufacturing plant so we can expand our dog treat production. The manufacturing plant would be in Harpswell and would employ 2 new employees to run the plant.

Cost break down:

| | |
|---|-----------|
| | |
| Purchase of building (99 Side Street, Harpswell, ME) | \$199,999 |
| Renovations to building – quote from Good Builders, LLC attached (adjusting from widget factory to dog treat manufacturing) | \$78,245 |
| Upgrades to current website to allow for higher traffic (server upgrades) | \$35,000 |
| Website marketing (SEO consultant to address paid and unpaid internet marketing) | \$26,747 |
| Used Van to carry additional product from new building to storefront or to ship | \$34,999 |
| Total | \$374,990 |

2. What benefits will this plan provide to your organization? (increased capacity, increased efficiency, diversified revenue streams, increased stability, enhanced service, revenue growth)

This plan will create many benefits to our organization and the Maine economy:

- A. Increased Capacity: By expanding our manufacturing capability, we'll be able to make 5x as many dog treats, which is important since we're selling out of product every week. There is a larger market for our tasty dog treats locally and nationally, but because we are selling out every week, we can't capture it.
- B. Increased stability: By having two bakery points, we can work through more orders while working the storefront, too. The manufacturing facility means we are not as dependent on tourism in Harpswell with increased online purchases. Without the manufacturing facility, we prioritize the in-person business, which is less stable year-round and harder to build online customer base if the product availability is variable.
- C. Enhanced service: We would have fewer stock outs.
- D. Revenue Growth: With 5x the amount of product, we'll be able to grow revenue by 5.6x and profit by 4.2x. We'll incur more costs (maintenance, salaries, shipping, online marketing and business costs), so the profit is not linear with revenue growth.

3. How many Maine FTE equivalents would this plan add to the business? (numerical answer including decimal points) What other benefits will this plan provide to the state of Maine? (supply chain growth, economic impact, community partners, industry stability and viability, in-state purchases of goods and services) Please include explanation of how you have determined these benefits.

We will employ 2 additional full-time employees to work at the manufacturing facility. This will provide additional tax revenue through greater revenue/ profit, as well as increased COGS purchase. We purchase flour, eggs, and milk from Maine farmers to make our products. We've confirmed that our

suppliers could accommodate additional purchases, so we will not need to source outside of Maine. We would purchase 5x the amount of ingredients from our Maine suppliers.

4. Why is this important and appropriate for your organization at this moment?

This is important because we've seen the business grow. At the beginning of the pandemic we were forced to pivot, as we previously were just an in person direct-to-consumer business. In early 2020, we started imagining a bigger business, including online commerce. We worked hard to build an online sales site, as well as logistics and fulfillment. We learned a lot about online businesses and our potential. Now, we have a message on our website that we have limited capacity and folks cancel orders because we won't be able to fill them in a reasonable amount of time. Last month, we had \$20k in cancellations. Because of what we've learned and the online portion, our organization has grown, but we know that there's more room to grow. Catching the cancellations and additional sales would be the next logical step for us.

5. Why are you confident you'll succeed in this plan? (value proposition, market need, and skills/experience on your leadership team)

We are confident that we'll succeed because we know there is additional market that is not being fulfilled. We know this because we sell out weekly in-store, and we have monthly cancellations of \$15-20k due to timing. Additionally, we've proven that we can maintain and grow the business. The business has been open since 2001 and profitable since 2003. We maintained and pivoted through the pandemic. We've managed 180% revenue growth since 2020. We know the market well and have orchestrated growth. We also have evidence that there is market desire for more of our product but don't have the cash reserves to manage this expansion on our own. We'd love this opportunity to support our organization and the Maine economy.

Required documents to upload:

- *Impact statement*
- *2019 -2021 federal income tax returns or personal income tax returns; 2022 if completed*
- *2020-2023 YTD profit and loss statements*
- *Two forms of identification*