

# American Rescue Plan Act (ARPA) Funding Application

[Print](#)**Submitted by:****Status:** Open**Priority:** Normal**Assigned To:** Jonathan Storage**Due Date:** Open**Attachments**

- [BWBOofWV.zip](#) - 2021-12-14 01:36:31 pm



**American Rescue Plan Act (ARPA)  
Funding Application  
Non-Profit, Community Groups, Neighborhood Associations, and Businesses  
APPLICATION DEADLINE: December 15th 2021**

Application must be completed in full to be considered. Applications may be submitted online using this fillable form. But forms and attachments may also be submitted by email to [ARPA@cityofcharleston.org](mailto:ARPA@cityofcharleston.org) or by U.S. Mail to City Manager's Office, 501 Virginia Street East Charleston, WV 25301.

All requests for funding **must be directly related to COVID-19 mitigation or recovery efforts** and must fall within the parameters of at least one of the goals set by the treasury department along with other requirements listed within this application.

## GENERAL INFORMATION

**\* Name of Project/Program:**

Black Women Business Owners of West Virginia - Access to Knowledge

**\* Organization Name:**

Black Women Business Owners of West Virginia

**\* Address:**

931 Hanna Drive Charleston WV 25387

**\* Primary Contact Person:**

Consandra Leonard

**Title:**

Founder/President

**\* Phone:**

3049936796

**\* Email:**

bwboofwv@gmail.com

**Federal Tax ID:**

in progress

**If applicable: DUNS Number:**

pending approval

To obtain a DUNS number please visit <https://fedgov.dnb.com/webform> After obtaining, please register your organization with the System for Award Management at <https://sam.gov/SAM/>

**List the organization's owner(s), Board of Directors, senior staff members, and other key members:**

Founder &amp; President Consandra Leonard

**Describe any partner organizations, their roles, and your relationship with them:**

For the purpose of this application the Black Women's Business Owners of West Virginia (BWBOofWV) is defining partner organizations as any entity that we have collaborated with to be able to facilitate our educational meetings and business expo's. City of Charleston Mayor's Office Amy Goodwin came and spoke to us about the future of small businesses in Charleston. Also participated and had presence at our 2019 expo Martin Luther King Recreation Center Location for the 2019 BWBOofWV Expo Kanawha City Recreation Center Location of our Fall Festival 2018 North Charleston Recreation Center Location of our Fall Festival 2019 King of Glory International Fellowship Venue for the 2018 BWBOofWV Expo Charleston Town Center Mall Location of the BWBOofWV Marketplace in 2021 WVSUedc Host location of several monthly group meetings WV Health Right Provided wellness checks, flu shots and provided information regarding the programs in which they offer at the 2019 Expo Microloan of WV Sam Payne provided an informational session on what Microloan of WV services are available to small business owners Small Business Administration (SBA) Kim Donahue with the SBA presented educational information on what grants and loans are available with the SBA. Other local SBA staff also presented a number of other BWBOofWV monthly meetings Broo Alexa CEO Frances Brookes provided information and instructions on taking the first steps in business H&R Block Tax Service Presented at a monthly meeting providing information on the tax services for small business owner getting ready for upcoming tax year Economic Development Center Brandon Nida presented at a monthly meeting about how to write your business model in order to receive funding from the Economic Development Center 98.7 The Beat Sponsor for the 2019 Expos and 2021 Marketplace Sumthin Good Soul Food - South Charleston,WV Location of several monthly meetings Dem 2 Brothers Location of several monthly meetings Kaleidoscope Provided instructional class on website development training where all attendees left with either all or half of their business websites complete SCOREWV Melissa Hill provided an informational session on the mentoring program at SCOREWV Wilcox Bookkeeping and Accounting, Tax Services Melenia Wilcox provided an informational session on bookkeeping and records for your business Capital Insurance Donteako Wilson provided informational session on how to cover your business under insurance policy Businesses that participated in and/or provided seminars at the Expos First Choice WVU Dental & Pregnancy Blacklight Initiative - 2nd Chance WV The Fab House Beauty Tee Religious Coalition for Community Renewal (RCCR ) Microloan WV EnAct Community Action Small Business Association City of Charleston, Office of Economic and Community Development (MOECD)

**BUDGETARY OVERVIEW - Must match Budget Worksheet****\* Funds Requested**

150,000

**\* Total Program/Project Cost**

146,325

**Annual Organization Budget**

150,000

**Request Summary**

1. Provide a narrative overview/summary of the request.

Topics that may be included but not limited to:

- a. Purpose and anticipated outcomes
- b. Individuals, entities, or communities served
- c. How the pandemic has necessitated this request
- d. Amount of any estimates and bids received to date
- e. Timeline for project completion

For the past three years, the Black Women's Business Owners of West Virginia (BWBOofWV) has been a group run majorly through individual contributions from Founder Consandra Leonard; with some additional income from expo fees. Since the start of the group in 2018, the BWBOofWV has grown its engaged business base to over 136 businesses and identified over 82 Black Women Business Owners throughout West Virginia. The BWBOofWV seeks to provide networking, ongoing education, product development assistance, discounts, marketing assistance, mentorships, store development/setup assistance, access to legal assistance, administrative support and much more to small business owners in the state. However in order to do this, we must first take the next step to formalize the Black Women Business Owners of West Virginia. The purpose of this application is to request funds for the BWBOofWV to support the process of establishing itself as 501c(3) non-profit, in order to continue the momentum of the organization's current trajectory in being the top resource for Black Women business owners in West Virginia. Outcomes we hope are looking to achieve with the requested funds: - Secure the WVSUedc studio space on Kanawha Boulevard in Charleston, WV for a period of three years, in order for members to have a consistent location for the organization's future educational meetings and other relevant services. - Support the third annual BWBOofWV Expo with expanded booth rentals for more businesses and more onsite educational services - Contract for BWBOofWV website development that will also host a database of Black businesses in the state - Support for marketing and paid media/ads - Hire a part time organizer to support the planning, coordination, and facilitation of all educational services and large events such as the EXPO - Develop a 12 course educational program titled, the BWBOofWV Access to Business Knowledge Course, where upon completion businesses will receive a completion stipend that can go towards covering their business or other approved start up fees. We would like to make the City of Charleston aware that the Black Women's Business Owners of West Virginia is receiving support and actively making decisions on how we want to incorporate ourselves as a worker owned business, determining our bylaws and operational agreements, and identifying board member prospects.

Attach any additional information such as bids, concepts, designs, letters of support, etc. If submitting electronically the documents must be in PDF, Excel, or Word format and total file size must not exceed 10 megabytes.

### Program/Project Details

\* 1. The funding will be used to:

- Start a new program/project  
 Maintain an existing program/project  
 Expand an existing program/project

\* 2. If funded, will the program/project be completed within FY 2022?

If no, when is expected completion year?

Yes  No

3. Which eligible ARPA Expenditure Category does this program/project represent (See

<https://home.treasury.gov/system/files/136/SLFRF-Compliance-and-Reporting-Guidance.pdf> for further details)? Please check all that apply:

\*

- Public Health  
 Negative Economic Impacts  
 Services to Disproportionately Impacted Communities  
 Premium Pay  
 Infrastructure  
 Other

4. Briefly describe the program/project funds are being requested for:

Secure the WVSUedc studio space on Kanawha Boulevard in Charleston, WV for a period of three years, in order for members to have a consistent location for the organization's future educational meetings and other relevant services. Support the third annual BWBOofWV Expo with expanded booth rentals for more businesses and more onsite educational services Contract for BWBOofWV website development that will also host a database of Black businesses in the state Support for marketing and paid media/ads Hire a part time organizer to support the planning, coordination, and facilitation of all educational services and large events such as the EXPO Develop a 12 course educational program titled, the BWBOofWV Access to Business Knowledge Course, where upon completion businesses will receive a completion stipend that can go towards covering their business or other approved start up fees.

5. Describe the need for this program/project:

According to the New Economy Initiative, investing in businesses that resource traditionally under-served and underinvested in communities generate not only wealth opportunities but increase overall quality of life. They define underserved communities as those with a history of systemic neglect, racism and structural barriers, having residents with low incomes, more women and more people of color. See New

Economy Initiative; "Why Supporting Underserved Small Business Matter" Common barriers include: Limited access to private capital and commercial bank support Little or no family investment or network-based investment Inability to access public dollars (such as SBA loans) Higher insurance costs Public safety concerns and underinvested infrastructure Lack of a professional network Look at leading global investment banking company Goldman Sachs who has recently launched their One Million Black Women Initiative where they are directly investing \$10 Billion to address the dual disproportionate gender and racial biases that black women have faced for generations. They have research supporting that investing in Black Women from childhood to retirement (including job creation and workforce advancement) directly and positively impacts the communities in which they belong.

#### 6. List other Charleston organizations in Charleston that address this need:

African American community members represent almost 20% of Charleston West Virginia's 48,000+ residents. Organizations like the Small Business Association (SBA) have a focus on supporting minority owned small businesses in recovering from social, economic, and other impacts. However, they do this through partnerships with other agencies and businesses. In 2018, the local SBA facilitated an educational training for the BWBOofWV. After the training the facilitator noted that this was the first time she had presented to a group of minority business owners of that size. Therefore, it feels appropriate to say that there are no other organizations in Charleston that can provide access to Black business owners in the area through shared community norms and values. "When resources and assistance are offered, they need to come with trust built on a relationship between the funder and the recipient. Investing in underserved small businesses means investing in people with dreams and hopes for what is possible in their neighborhoods and communities. These people are the best source of wisdom and lived experience." -See New Economy Initiative's "Reaching Underserved Small Businesses"

#### 7. Describe the level of collaboration with other organizations on this program/project:

The Black Women Business Owners of West Virginia will continue its current level of collaboration with the entities and organizations listed in the relationships portion of the application. They will allow the continuation of educational resources and business growth opportunities to current and aspiring business owners in West Virginia. Any additional collaboration will be through paid contracts in order to resource labor for the development of our website and any support for marketing.

#### 8. How will duplication of services be prevented?

The Black Women Business Owners of West Virginia works hard to make sure they collaborate to provide services, increasing access to already existing services, and ensuring resource development is rooted in an identified community need. Starting January 2022, the BWBOofWV first monthly meeting will include an informational survey in order to assess the current needs of the group at large. This information collected will inform what topics will be included at the monthly meetings throughout the year.

## Program Requirements and Objectives

#### 1. Identify the target recipients of proposed services. Specify the number of City residents the program will serve during the fiscal year and explain the basis upon which this number is calculated.

For the purpose of this application, the BWBOofWV has estimated that the proposed services will help thousands of people in the Charleston and greater Charleston area. Here is the break down of how the figure was calculated: The Access to Business Knowledge Courses would serve up to 24 new and existing business owners. However, we considered the outcome of the business that would be represented in the general monthly meetings, the number of businesses selling at the expo, the potential reach through social media engagement, and considered the customer base of each participating business. Overall the BWBOofWV believes we will directly impact 24 or more business owners in the Charleston area while indirectly impacting thousands of city residents who support and/or rely on the business we serve.

#### 2. List any eligibility requirements the program has with respect to age, gender, income, or residence.

Membership and participation with the BWBOofWV is free and open to business owners of all ages, ethnicities, interests and professions with the exception of the BWBOofWB Access to Business Knowledge Courses. These courses will take place twice a year, broken down into semesters, with 12 application slots per semester. Black Women Business Owners of West Virginia Access to Business Knowledge Courses - Submission to Program Requirements In order to live our values, the BWBOofWV will use these classes as a way to directly invest specifically into Black Women Business Owners in the Charleston area. - Must be located or expect to locate your business within the Charleston city limits - Must present your business proposal to the BWBOofWV - Participants who complete 40 hours of study will be awarded a grant amount of \$2000 to go towards applicable business start up fees Proposal will be reviewed by a board subcommittee that will be composed of two board members and a citizen review person who is an active member of the BWBOofWV. No staff will be permitted in the decision making process.

#### 3. If this is a continuing activity, describe a measurable outcome of the previous year's work regardless of funding source.



The structure of the courses with grant stipend after completion is a new activity however some of the resources the BWBOofWV intends to provide during these courses have been provided in the past to general attending members. We have helped a number of members legitimize their businesses as well as the example of members being able to leave our monthly meetings with complete budgets, business websites, etc.

**4. If this is a new program describe two anticipated measurable outcomes for the proposed program.**

1. Increased black owned business ownership in the Charleston area, of which the businesses are set up for success in order to best ensure sustainability of their business in the community. This includes legitimizing current business owners who do not have their state, city license, and other important administrative elements that stand in their way of being their business possibilities. 2. Using this year to secure relationships with sponsors and donors in order to ensure sustainability of both the organization and our annual expos.

## Budget

**\* 1. Has the organization received funding from the City of Charleston in the past for a similar program/project?**

Yes  No

**\* 2. Has the organization requested funding from other Federal, State, or Local government entities for any program/project support related to COVID-19?**

Yes  No

**3. If yes, explain from which entities and the amounts requested for each program/project.**

**4. List any other Federal, State, Local, or private funding or grant awards received in the last three years and the amount and status of each award.**

Not applicable

**5. Briefly summarize project revenues and expenses related to this request. This should coincide with the budget worksheet.**

Budget proposal attached with expanded justifications for requested funds

**6. If this request is not fully funded, what adjustments to the program/project is the organization prepared to make?**

The BWBOofWV will continue its goal of establishing as a 501c3 and seek grants as well as fundraise with donors.

**7. Describe the plan for sustainability of the program/project or initiative after the requested award has been exhausted.**

At this time, the BWBOofWV does not intend to be an organization that requires membership fees. We will continue to bring in income through grants applicable to our mission and programming. We plan to do this through consistent grant researching throughout the year. We will also bring in income through the individual donations, sponsorships for specific programming, and expo fees.

**8. Briefly describe the organization's fiscal oversight / internal controls to minimize opportunities for fraud, waste, and mismanagement.**

Much like other nonprofits the BWBOofWV will establish a finance board committee that will overview the budget when they meet quarterly. In addition to this we will financially support yearly audits of our annual budgeting to minimize opportunities for fraud, waste, and mismanagement. As well as taking the opportunity for feedback and recommendations about any potential investments or funding resources.

**9. How does your agency plan to separate ARPA funds from other agency funds for purposes of identification, tracking, reporting and auditing?**

We are currently considering finance record keeping with Quickbooks but are looking into other ideas through market research. The BWBOofWV plans to use Wilcox Bookkeeping and Accounting Tax Services combined with the two plans listed in the previous question.

### REQUESTED BUDGET WORKSHEET

#### Revenue Source Projections

List all Estimated Funding for this Program/Project

**\* Proposed City ARPA Funding**

**Internal/Self-Funding**

150,000

0

**Donations/Other Fundraising**

**Government Grants/Other**

0

0

**\* TOTAL REVENUE**

150,000

**Expenses Projections**

List all Estimated Expenses for this Program/Project

**Salaries/Wages**

**Amount Requested from City**

**Amount from Other Sources**

**Total Estimated Expenses**

61,200

61,200

**Benefits & Matchings**

**Amount Requested from City**

**Amount from Other Sources**

**Total Estimated Expenses**

**Contracted Services**

**Amount Requested from City**

**Amount from Other Sources**

**Total Estimated Expenses**

12,900

12,900

**Program Materials**

**Amount Requested from City**

**Amount from Other Sources**

**Total Estimated Expenses**

60,265

60,265

**Marketing**

**Amount Requested from City**

**Amount from Other Sources**

**Total Estimated Expenses**

6,200

6,200

## Supplies

Amount Requested from City	Amount from Other Sources	Total Estimated Expenses
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## Other

Amount Requested from City	Amount from Other Sources	Total Estimated Expenses
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6,760		6,760
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## Total Expenses

* Amount Requested from City	* Amount from Other Sources	* Total Estimated Expenses
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150,000	0	0
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NOTE: Revenues and Expenses must balance, and the use of requested funds must be directly related to COVID-19 recovery efforts.

## Organizational Details

### 1. Describe the history of the organization and its current programs and activities.

In February of 2018, Black woman business owner Consandra Leonard noticed a lack of network amongst the Black women business owners in her community. From here, Consandra started to put together the Black Women Business Owners of West Virginia, believing in the role small businesses play in restoring the communities in which they are embedded. In order to build prosperous businesses, the Black Women's Business Owners of West Virginia (BWBO of WV) provides inclusive opportunities for black business women to receive instructional training, education, and networking skills from industry leaders and organizations across West Virginia. The BWBOofWV doesn't just coach business owners. As part of the grain and engagement we leave our members wealthier, smarter, more confident and better equipped to handle changes as a result of working with the organization.

### 2. Provide the organization's mission statement/purpose.

The Black Women's Business Owners of West Virginia's (BWBOofWV) mission is to educate, promote, market, advise and support Black owned businesses. We do this by partnering with local organizations and businesses to bring under-resourced communities resources that will assist them in achieving their small business goals. While the BWBOofWV's mission is to serve as a resource for black owned businesses in West Virginia, we are an organization dedicated to the advancement of all small business owners in the state and our membership is open to business owners of all ages, ethnicities, interests and professions.

### 3. List any third-party references that can verify the organizations qualification or prior grant experience.

not applicable

## COVID-19 Impact

### 1. Explain the impact of the COVID-19 pandemic and how it relates to your request. For example, reduction in services, closures, increased costs, community impact, etc.

It is safe to say that the Black Women Business Owners of West Virginia was on an upward path to being a consistent and important resource for not just Black but all under-resourced small business owners in Charleston. At the start of the pandemic the BWBOofWV had

to stop our monthly educational sessions and we were not able to put on our expo for the third year in a row where we expected more attendees and participating businesses. We have been receiving questions all year about when our meetings are going to resume.

**2. If funds are being requested to replace revenue lost due to COVID-19, provide details, and attach supportive documentation.**

not applicable

**3. If awarded, how will ARPA funding aid in the recovery from the COVID-19 pandemic?**

Prior to the pandemic the BWBOofWV had the desire to establish itself formally and continue the work of bringing business resources to those who need them the most. It is our belief that the physical barrier of the COVID-19 pandemic set the group back over a year in accomplishing this sooner. It is important to consider that even without the pandemic barrier to financial resources, especially in West Virginia are very real for under-resourced communities. When this opportunity presented itself, it really helped the BWBOofWV to sit down and organize its resources in order to use this as a moment to propel ourselves successfully into the future of this organization.

**THE APPLICANT UNDERSTANDS:**

\*

1. This application and other materials submitted to the City may constitute public records which may be subject to disclosure under the West Virginia Freedom of Information Act. Documents containing sensitive information may be marked as "confidential."

\*

2. Submitting false or misleading information in connection with an application may result in the applicant being found ineligible for financial assistance under the funding program, and the applicant or its representative may be subject to civil and/or criminal prosecution.

**THE APPLICANT CERTIFIES THAT:**

\*

1. I have reviewed the US Treasury guidelines regarding the eligible uses of American Rescue Plan State and Local recovery funds. <https://home.treasury.gov/policy-issues/coronavirus/assistance-for-state-local-and-tribal-governments/state-and-local-fiscal-recovery-fund/request-funding>

\*

2. By submitting this request, I represent that I am an authorized officer, or member of the organization for which I am submitting, and the information contained in my submittal is true and correct to the best of my knowledge and belief.

\*

3. The information submitted to the City of Charleston ("City") in this application, and substantially in connection with this application, is true and correct.

\*

4. The applicant is in compliance with applicable laws, regulations, ordinances and orders applicable to it that could have an adverse material impact on the project. Adverse material impact includes lawsuits, criminal or civil actions, bankruptcy proceedings, regulatory action by a governmental entity or inadequate capital to complete the project.

\*

5. The applicant is not in default under the terms and conditions of any grant or loan agreements, leases or financing arrangements with its other creditors that could have an adverse material impact on the project.

\*

6. I understand and agree that I must disclose, and will continue to disclose, any occurrence or event that could have an adverse material impact on the project.

\*

7. I certify that the requested funding is needed to ensure this program/project will occur within the City limits of Charleston West Virginia.

\*

8. The Board of Directors or governing body of the organization has approved submission of this application. Please attach a copy



**of the authorizing resolution or meeting minutes using the file upload.**

**\* Signature**

**\* Date**

Consandra Leonard

12/14/2021

Authorized representative of Applicant/Organization

Format: MM/DD/YYYY

**\* PRINTED NAME:**

Consandra Leonard

**\* TITLE OF APPLICANT:**

Founder/President

**\* ORGANIZATION NAME:**

Black Women Business Owners of West Virginia

**Upload a File**

No file chosen



To Whom It May Concern,

The BWBO held a Marketplace in the Charleston Town Center in February of 2020. There were approximately 25-30 vendors set up for the weekend in the mall. The traffic on those 2 days were outstanding for the Charleston Town Center as well as the community. The diversity that it brought to the Town Center for that weekend was much needed. One of the comments I heard most was they appreciated a place where people of all colors can get together and network and fellowship in the community.

The event was thoroughly enjoyed.

Susie Smith  
CBRE Specialty Leasing Manager  
Charleston Town Center

## Black Women Business Owners of West Virginia 2022 Budget Proposal

<b>Salary &amp; Other Wages</b>	
Director Salary (Part Time)	\$ 40,000.00
Administrative Coordinator Salary (Part Time)	\$ 20,000.00
Consultant and Professional Fees	\$ 1,500.00
Contractor and Grant Writing	\$ 2,000.00
Monthly Educational Instructor Honorariums (12 @ \$100/class)	\$ 1,200.00

<b>Administrative</b>	
Business Office Rental - WVSU edc.	\$ 3,600.00
Accounting Fees	\$ 1,200.00
Accounting Software	\$ 100.00
Banking fees	\$ 160.00
Insurance (OM/Liability)	\$ 700.00
License and Permits	\$ 600.00
Misc.	\$ 1,000.00

<b>Marketing</b>	
Website Design and Development	\$ 3,000.00
Website Maintenance/ 6 months	\$ 1,200.00
Social Media Marketing	\$ 2,000.00

<b>Access to Knowledge Program Expenses</b>	
<b>First Session</b>	
Sub-Grants to Business owners (12 students @ \$2,000 each)	\$ 24,000.00
<b>Second Session</b>	
Sub-Grants to Business owners (12 students @ \$2,000 each)	\$ 24,000.00
Stipend and Expense Sub Contractor (12 x 3.5 hr 42 hrs of training)	\$ 8,400.00
Material and Supplies	\$ 2,400.00

<b>Expo</b>	
Venue	\$ 1,500.00
Seminar Speakers (number of speakers tbd)	\$ 1,000.00
Equipment Rental	
Table ( 50)	\$ 500.00
Chairs (100)	\$ 300.00

Stage	\$ 250.00
Audio Equipment	\$ 250.00
Entertainment	\$ 3,000.00
Advertisement/Promotion/Marketing	\$ 2,000.00
Flyer and Poster	\$ 300.00
Banner	\$ 250.00
Marketing for Event	
Newspaper Ad	\$ 125.00
Facebook Ads (2 ads)	\$ 150.00
Paid Volunteers (2 days x 8 hrs x \$15)	\$ 240.00

<b>Total Expense</b>	\$ 146,325.00
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<b>Income</b>	
Estimated Vendor Expo Sales (50 Businesses @ \$40.00 per Vendor)	\$ 2,000.00

## 2018 Budget

2018 Expo	King of Glory International Fellowship	
Income		
Vednor Booth Rental		\$ 1,250.00
50 vendors @ fee \$25		

Expense		
Venue	\$	250.00
Church Donation		
Equipment Rental		
Table ( 17@\$10 each)	\$	180.20
Chairs (35@\$6)	\$	222.60
Stage		
Audio Equipment	\$	50.00
Entertainment	\$	-
Advertisment/Promotion/Marketing		
Flyer and Poster	\$	225.38
Banner	\$	238.25
Newspaper Ad	\$	134.00
Facebook Ads (6@\$25)	\$	150.00
Graphic Designer	\$	50.00

Total

2018 Fall Festival	Kanawha City Recreations Center	
Income		



Vednor Booth Rental \$ 875.00  
 35 vendors @ fee \$25

Total

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Expense

Venue \$ 250.00

Equipment Rental

Table  
 Chairs  
 Stage

Audio Equipment \$ 50.00

Entertainment

Advertisement/Promotion/Marketing

Flyer and Poster \$ 230.83

Banner \$ 98.62

Newspaper Ad \$ 125.00

Facebook Ads (2 ads) \$ 50.00

Total

Misc Expenses

WVSUedc Rental \$ 75.00

6 mths conference room

Stipend and Expense Sub Contractor \$ 350.00

7 @ \$50 each

\$ -

Total Summary \$ 2,729.88 \$ 2,125.00 \$ 604.88

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## 2019 Budget

2019 Expo	Martin Luther King Center
<b>Income</b>	
Vendor Booth Rental	\$ 1,500.00
50 vendors @ fee \$30	
<b>Total</b>	
<b>Expense</b>	
Venue	\$ 250.00
Rental of two additional rooms	\$ 250.00
<b>Equipment Rental</b>	
	Table
	Chairs
	Stage
Audio Equipment	\$ 50.00
Entertainment	\$ -
<b>Advertisement/Promotion/Marketing</b>	
Flyer and Poster	\$ 225.38
Banner	\$ 238.25
Newspaper Ad	\$ 134.00
Facebook Ads (6@\$25)	\$ 150.00
Radio Ad	
Graphic Designer	\$ 50.00
<b>Total</b>	
<b>2018 Fall Festival</b>	
North Charleston Recreational Center	
<b>Income</b>	



Vednor Booth Rental \$ 1,100.00  
37 vendors @ fee \$30

Total

Expense

Venue \$ 250.00  
Rental of Room \$ 125.00

Equipment Rental

	Table	
	Chairs	
	Stage	
Audio Equipment		\$ 50.00
Entertainment		
Advertisement/Promotion/Marketing		
Flyer and Poster		\$ 230.83
Banner		\$ 98.62
Newspaper Ad		\$ 125.00
Facebook Ads (2 ads)		\$ 50.00
Radio Ad		
Graphic Designer		\$ 50.00

Total

Misc Expenses

WVSUedc Rental  
12 mths conference room \$ 300.00  
  
Stipend and Expense Sub Contractor  
4 @ \$50 each \$ 200.00

Total Summary

\$ 2,827.08 \$ 2,600.00 \$ 227.08

2021 Budget

Income

Vendor Booth Rental \$ 650.00  
25 vendors @ fee \$25

Total \$ 650.00

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Expense

Venue \$ -  
Venue area was free

Equipment Rental

Table ( 10 @ \$ 10) \$ 106.00  
Chairs  
Stage

Audio Equipment

Entertainment \$ -

Advertisement/Promotion/Marketing

Flyer and Poster \$ 253.24  
Banner \$ 89.99  
Newspaper Ad \$ 134.00  
Facebook Ads (2@\$25) \$ 100.00  
Radio Advertisement  
Graphic Designer \$ 50.00

Total \$ 733.23

Balance \$ (83.23)



## Black Women Business Owners of West Virginia 2022 Budget Proposal

<b>Salary &amp; Other Wages</b>	
Director Salary (Part Time)	\$ 40,000.00
Administrative Coordinator Salary (Part Time)	\$ 20,000.00
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Contractor and Grant Writing	\$ 2,000.00
Monthly Educational Instructor Honorariums (12 @ \$100/class)	\$ 1,200.00

<b>Administrative</b>	
Business Office Rental - WVSU edc.	\$ 3,600.00
Accounting Fees	\$ 1,200.00
Accounting Software	\$ 100.00
Banking fees	\$ 160.00
Insurance (OM/Liability)	\$ 700.00
License and Permits	\$ 600.00
Misc.	\$ 1,000.00

<b>Marketing</b>	
Website Design and Development	\$ 3,000.00
Website Maintenance/ 6 months	\$ 1,200.00
Social Media Marketing	\$ 2,000.00

<b>Access to Knowledge Program Expenses</b>	
<b>First Session</b>	
Sub-Grants to Business owners (12 students @ \$2,000 each)	\$ 24,000.00
<b>Second Session</b>	
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Stipend and Expense Sub Contractor (12 x 3.5 hr 42 hrs of training)	\$ 8,400.00
Material and Supplies	\$ 2,400.00

<b>Expo</b>	
Venue	\$ 1,500.00
Seminar Speakers (number of speakers tbd)	\$ 1,000.00
Equipment Rental	
Table ( 50)	\$ 500.00

Chairs (100)	\$	300.00
Stage	\$	250.00
Audio Equipment	\$	250.00
Entertainment	\$	3,000.00
Advertisement/Promotion/Marketing	\$	2,000.00
Flyer and Poster	\$	300.00
Banner	\$	250.00
Marketing for Event		
Newspaper Ad	\$	125.00
Facebook Ads (2 ads)	\$	150.00
Paid Volunteers (2 days x 8 hrs x \$15)	\$	240.00

<b>Total Expense</b>	\$	146,325.00
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<b>Income</b>		
Estimated Vendor Expo Sales (50 Businesses @ \$40.00 per Vendor)	\$	2,000.00