

American Rescue Plan Act (ARPA) Funding Application

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

Business Development Plan for She Vs. Her Beauty Supply Boutique

*** Organization Name:**

She vs Her Beauty Supply Boutique

*** Address:**

306 Patrick St Plaza Charleston, WV 25387

*** Primary Contact Person:**

Tamara Rush

Title:

Owner

*** Phone:**

3049467782

*** Email:**

shevsherbsb@gmail.com

Federal Tax ID:

84-3413969

If applicable: DUNS Number:

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:

Tamara Rush, Owner

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

Not applicable

BUDGETARY OVERVIEW - Must match Budget Worksheet

* Funds Requested	* Total Program/Project Cost	Annual Organization Budget
150,000	150,000	85,000

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

She vs Her Beauty Boutique is a beauty supply store that caters to women's beauty needs and wants by providing a safe and healthy environment for women of color to bring out the best of themselves through their hair care. Black Women and Women of color are no strangers to finding themselves with little to no access to proper hair care resources needed to take care of their hair and its unique needs. It is not uncommon for Black women and women of Color to find themselves ordering online or buying out of town what their own communities fail to provide when it comes to those unique needs. Charleston, West Virginia is no exception to this and it has one of the highest populations of Black and Brown residents in the state. The city of Charleston itself recently passed the Crown Act, acknowledge the history of hair discrimination and how Black women are disproportionately affected by it. Wanting to fill a need in her community, business owner Tamara Rush dove into planning and prepared to open She vs Her April 2020. However, the global COVID-19 pandemic restrictions strained the business in ways impossible to anticipate, and She vs Her was unable to open at the originally planned date of April 2020. Adding to the unknown, the pressure from the landlord forced the storefront to open during August of 2020. Throughout the pandemic the business has had to navigate processes faster than anticipated, including establishing a website and curbside service. An accomplishment the business is proud of as we kept safe and in line with what beauty supply stores were doing nationally. The store did not qualify for government assistance because of its forced opening amid the pandemic. All business was operated solely by Tamara due to the inability to hire and support staff and on top of that maintaining a full time job, making operational hours limited to 4-8 PM. She vs Her believes that our store is more than just a business, but an important part and safe space to the community we serve. So while the lifted COVID-19 restrictions have provided an opportunity for sales to steadily increase we have yet to gain the footing needed to establish this business into the community staple it can be. The purpose of this grant application is to request funding for She vs Her to: Hire three part time employees at 30 hours/week Promote one part time employee to full time manager with benefits Establish the "All About Her" monthly educational series Expand product inventory to offer more hair care options

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:

The requested funds will support the following: Staff Capacity The store is currently supported by dedicated part time employees with the owner assisting where possible outside of her fulltime job. The grant would give She vs Her the ability to promote one employee to a full time manager with salary and benefits, and support the hiring of three part time employees working up to 30 hours per week. Overall, the funding would support the business with meeting the base day to day operational needs. "All About Her" Educational Series This educational series will be a monthly educational series designed to build self-confidence and boost self-esteem within the local community of Black women. The series will be knowledge based and the curriculum guided by local Black influences and business owners. Topics will not be limited and will explore various aspects of life including but not limited to hair care, financial literacy, and even job readiness skills. Expand Inventory The beauty supply store industry can be financially competitive when it comes to access to different types of products a store can offer. To give an example, the more popular a hair care company, the higher financial restrictions can be. In short, you have to spend more money to have access to products highly sought after by our customer base.

5. Describe the need for this program/project:

It is important to invest in businesses that serve traditionally underserved communities. Studies show that investing in small businesses, specifically Black small businesses directly affect the quality of life of the communities in which they belong. This can include increased job opportunities, positive local economic impacts, positive community engagement, and more. The significance of this is the way we look at belonging and community. It is not a new concept that when people do not see themselves in the spaces they are in, it leads to low self-esteem and other identity issues. She vs Her already meets needs from its presence alone but strives to take it further with projects like the "All About Her" series as well as other community focused projects.

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

While other businesses in the Charleston area like Beauty Plus and Sallys. These stores do not necessarily offer the variety and quality of hair care products She vs Her offers to its consumer base. For example, Beauty Plus and She vs Her both carry hair extensions and meet the needs of protective styling; but She vs Her

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

Any collaboration that will take place with this funding will be for the All About Her Series. She vs Her is already part of a network of local influencers and business owners that we will tap into in order to develop our educational series.

8. How will duplication of services be prevented?

She vs Her will work to avoid duplication of services as it relates to the All About Her Series by inquiry and analysis of the community most likely to be impacted by the service itself. The business will connect with local leaders and community members to understand the needs not being met and fill the gaps from there. This may be done through surveys, community forums, presence at community forums, etc. This will also help with tracking the efficacy of the program as we begin end of year reporting for the grant.

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.

She vs Her tracks their new customers through their sales tracking system and new registered emails. From August 2020 through September 2021, She vs. Her averaged 100 new customers per month for a total of 1,300 new customers for the year despite pandemic restrictions and having to sell through curbside assistance.

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

No restrictions or requirements

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

Not applicable

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

Outcome 1: Promote current employee to manager, raise salary, provide benefits. Hire 3 part-time employees. Outcome 2: Launch "All About Her" educational series, complete with participant surveys for outcome measurement.

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.

Salaries Full-time manager salary \$37,500 Three part time employees - 30 hours each at \$12 per hour = \$56,160 Fringe benefits \$28,800
Program materials Inventory \$3,540 Marketing \$1,300 per month to contract with a social media/marketing professional; \$700 per month
radio advertising = \$24,000

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

At this time, no personnel changes will be made without this grant until sales increase, as an increase in sales is reliant upon an increase in personnel time on the sales floor and management time on the planning desk.

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

With the anticipated funding, sales will increase and sustain this project by 1/31/2023.

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

She vs. Hers contracts with an independent Certified Public Accounting firm.

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

The CPA firm uses sufficient internal controls and methods to provide this level of accounting for the grant funds.

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

93,660

0

93,660

Benefits & Matchings

Amount Requested from City

Amount from Other Sources

Total Estimated Expenses

28,000

0

28,000

Contracted Services

Amount Requested from City

Amount from Other Sources

Total Estimated Expenses

0

0

0

Program Materials

Amount Requested from City

Amount from Other Sources

Total Estimated Expenses

3,540

0

3,540

Marketing

Amount Requested from City	Amount from Other Sources	Total Estimated Expenses
24,000	0	24,000

Supplies

Amount Requested from City	Amount from Other Sources	Total Estimated Expenses
0	0	0

Other

Amount Requested from City	Amount from Other Sources	Total Estimated Expenses
0	0	0

Total Expenses

* Amount Requested from City	* Amount from Other Sources	* Total Estimated Expenses
150,000	0	150,000

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.

The business strives to serve its community in unique ways including becoming a conduit for community organizing, serving as a hub for voter registration prior to the 2021 election. This is ongoing. The storefront also participates in a "Keep the Change" savings fund where customers instruct a cashier to "keep the change," and that money is put into a fund that is used when other customers are short of cash to complete their purchase. She vs Her facilitated a collaborative project to help provide low income students with getting their hair done for the back to school time of the year. The business worked with local schools to identify students who would benefit from this program. The schools would contact the families giving them the opportunity to reach out and take advantage of this resource. Between the donations received and collaboration with local hair salons, there was no cost to the families who participated. This past year, She vs Her hosted a social media challenge where young girls could submit videos talking about "why they love their hair" to boost self-esteem in the young girls in our community. The winner of the challenge was able to come to the store and receive free braiding hair.

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

She vs Her Beauty Supply Boutique is a beauty supply store that caters to women's beauty needs and wants so that they can be themselves and embrace their inner beauty in a safe and inclusive environment.

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.

Due to an avoidable opening in August 2020, mid pandemic, She vs Her has unfortunately been ineligible for any small business support funding as it can not prove a loss for the previous year.

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?

The Department of Treasury's Final Rule that supports the use of these funds cites the Economic Policy institute finding that Women of color have been hit especially hard during the course of the pandemic. Specifically The labor force participation rate for Black women has fallen by 3.2 percentage points during the pandemic as compared to 1.0 percentage points for Black men and 2.0 percentage points for White women. This funding will go towards supporting a local business whose mission extends beyond sales and goes into community values. It will aid in the sustainability of the business, increase local job opportunities, and improve the overall quality of life of the local Charleston community.

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**

Tamara Rush

12/15/2021

Authorized representative of Applicant/Organization

Format: MM/DD/YYYY

*** PRINTED NAME:**

Tamara Rush

*** TITLE OF APPLICANT:**

Owner

*** ORGANIZATION NAME:**

She Vs. Her Beauty Supply Boutique

Upload a File

No file chosen