

# 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](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:**

Sustaining The Folded Leaf

**\* Organization Name:**

The Folded Leaf

**\* Address:**

1020 Bridge Rd. Charleston WV, 25314

**\* Primary Contact Person:**

Nina Ratliff

**Title:**

Owner/Manager/Instructor

**\* Phone:**

(304)344-9642

**\* Email:**

nina\_casto@yahoo.com

**Federal Tax ID:**

87-2010168

**If applicable: DUNS Number:**

12-312-4359

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:**

Nina Ratliff Owner/Manager/Instructor

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

Local artists, artisans, yoga instructors, and massage therapists- independent contractors who sell their wares or services at the studio. Beneficiaries of community yoga donations and fundraising events. Highland Hospital- owner Nina Casto provides yoga classes, such as Yoga for Emotional Intelligence, to at-risk patients. Recovery Point - owner and other independent contractor who work at The Folded Leaf also volunteer at Recovery Point Addiction Treatment Facility.

**BUDGETARY OVERVIEW - Must match Budget Worksheet**

<b>* Funds Requested</b>	<b>* Total Program/Project Cost</b>	<b>Annual Organization Budget</b>
130,551	165,036	131,054

**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

The Folded Leaf is yoga studio that has been serving the Charleston community since 2008. We provide yoga to area residents and visitors to de-stress, get fit, ease pain, cultivate deeper awareness, connect to a higher power or just gain energy; from beginners to athletes, those with a high range of motion to those working through injuries. The studio provides a range of classes suitable for all bodies and all levels, including chair yoga, barre classes, vinyasa flow, etc. The Folded Leaf employs 18 private contractors as yoga instructors and massage therapists. These gig workers depend on the studio as a place to offer their services and earn wages. In addition to its studio offerings, The Folded Leaf has a retail space where local artists and artisans sell their products. Retail offerings also include eco friendly yoga and fitness clothing. The COVID-19 pandemic greatly affected The Folded Leaf's business operations and revenue. As with many small businesses, our success depends on people attending live classes, workshops, and events. The pandemic caused the studio to complete shut down for several months, and while we were eventually able to pivot to virtual classes, attendance just was not the same as pre-pandemic numbers. Coupled with the pandemic, The Folded Leaf came under new ownership and management in mid-2021 as first time business owner worked through the Small Business Administration to take over the studio. The purpose of this request is to help The Folded Leaf maintain operations for the next 12 months by assisting with rent, utility costs, supplies, and staffing. Additionally, support from the City of Charleston's American Rescue Plan initiative would help upgrade our space by providing support to build a safe, outdoor practice space and install improved central heating and cooling. An estimate for this outdoor deck and HVAC installation is attached. Outcomes of this request would include increased business traffic, which would increase wages of the studio instructors, as well as drive more economic development activity in the South Hills shopping district. The COVID-19 pandemic showed us how important safe, outdoor space is to the viability of our studio since most people prefer to take yoga in-person. Likewise, improved ventilation in our building will improve air quality and circulation, another important component of staying viable in the face of another COVID surge. This project will also improve the health outcomes of the clientele we serve. Perhaps most importantly, support from the City of Charleston's American Rescue Plan initiative would help sustain a Charleston anchor wellness institution that has been serving the community for nearly 15 years, setting us up to thrive in the future. This project would take place over a 12-month period.

**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:

Any awarded funding will support operation costs to keep The Folded Leaf Yoga open and providing health and wellness related services to the Charleston community. This business, which for many years was the only yoga studio in Charleston, is a staple among residents as well as those who visit the area. In addition to supporting operations, this request will help finance a new central heating and cooling system which we don't have at the moment and build an outdoor deck where yoga can be practiced safely. Due to the public health crisis, the need to social distance and purchase personal protective equipment, the studio was closed for approximately almost a year in 2020 without much incoming revenue. While the studio eventually pivoted to virtual instruction to sustain its clientele, many have not returned and with the threat of another COVID surge, attracting and retaining clients has become more challenging. In July 2021, under the duress of the COVID-19 pandemic, longtime founder April Woody sold the business to Nina Casto, new owner and manager. While this transition holds promise for The Folded Leaf's future, support from the City of Charleston's American Rescue Plan initiative would help the studio build its resiliency during an uncertain time.

5. Describe the need for this program/project:

The need for this support is considerable. According to an issue brief from the US Small Business Administration, the number of people who identified as self-employed and working was 20% lower in April 2020 than it was a year earlier. The Folded Leaf is no exception. In 2019, the studio had a total income of \$69,053 and paid its instructors and therapists approximately \$24,540. In 2020, income and wages dropped by 50% as the studio only made \$32,184 and could only pay its instructors and therapists \$9,388. Like most small businesses that rely on customers to buy services in-person, The Folded Leaf has suffered immense revenue loss throughout the pandemic, and particularly at its onset. Though business is beginning to trickle back, the threat of the Omicron variant and another potential surge looms large, and the studio is still in recovery mode, far from guaranteed survival. Funding is needed to help us main operations, especially with rent, utilities, and staffing. If we can replace the studio's aging heating and cooling system, utility expenses will drop significantly, further ensuring The Folded Leaf's sustainability. Finally, the studio needs important upgrades, such as a new HVAC system and outdoor deck space, which will allow it to stay viable throughout the pandemic as health and safety concerns continue. With the City of Charleston's support, and the fresh perspective and energy of a new owner, we know that The Folded Leaf can succeed at this level and beyond.

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

Currently there are two yoga studios in Charleston, Yoga Power located in Power Park and The Folded Leaf Yoga and Wellness Center, located in South Hills. While both of these studios offer yoga, the clientele they attract are distinct. The Folded Leaf offers classes at more affordable rates, and provides a weekly Community Yoga class where clients can participate on a "pay what you wish" donation basis. The Folded leaf also provides scholarships to underprivileged individuals in need.

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

The Folded Leaf regularly collaborates with a multitude of partners. Through its retail space, the studio sells the wares of local artists. Through its Community Yoga program, the business partners with multiple community-based and charitable organizations. Each Sunday, we

offer donation-based classes which support organizations like the Charleston chapter of the American Foundation for Suicide Prevention and the Kanawha Charleston Humane Association. The owner of the Folded Leaf, Nina Casto, also offers yoga classes to at-risk populations at Highland Hospital through Yoga for Emotional Intelligence and volunteers at Recovery Point for addiction recovery. This class leads Highland and Recovery Point patients through coping methods such as mindfulness, meditation, and breath work. Plans underway include working with musicians to provide classes like "Beats and Breaths," which would provide paying opportunities to local artists, as well as working with Hole in the Wall Studio, an art studio on Charleston's West Side.

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

As noted in previous sections, The Folded Leaf has for years provided unique services to the Charleston area and those who visit the city. Other yoga classes may be offered elsewhere; however, the culture and intention of The Folded Leaf cannot be duplicated. Our studio offers a true community, which has been desperately needed throughout the pandemic as Charleston residents grapple with isolation, depression, and uncertainty.

## 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.

The target recipients of The Folded Leaf's services are its current clientele and the broader Charleston population. Once operations are stabilized, we plan to conduct more outreach to residents who've not yet experienced the power of mindfulness, breath work, and movement.

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

The Folded Leaf serves all Charleston residents and visitors from all walks of life, regardless of age, gender, income, or other demographic identifiers. Class costs range from drop-in prices to 5-class and monthly unlimited packages; however, we also offer free and donation-based yoga in an effort to make the practice accessible to all Charleston residents. The studio offers a women's circle as well as chair yoga for seniors of those who have limited range of motion. Anyone can practice yoga- showing up is the only requirement. It is also important to note that The Folded Leaf attracts out-of-town visitors, including those on vacation, visiting family, or in town on business. The studio is an economic driver as research shows that people want to live and visit places that have amenities such as yoga, fitness, and wellness spaces.

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

Providing a space for yoga, community, massage, healing and local art has always been a part of The Folded Leaf's mission. While its offerings were greatly reduced due to the pandemic, The Folded Leaf's outcomes over the past year have included providing space for the health and wellness practice and serving clients in their wellness journeys. When new owner Nina Casto took over operations in July 2021, seven classes were being offered and five independent contractors were employed. In the short amount of time that Nina has managed the studio, The Folded Leaf's offerings have expanded to include 44 classes, including new classes like BootyBarre, Candlelight Yin, Sound Immersion Journey and growing to employ 16 number of contractors.

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

N/A

## 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.

N/A

### 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.

N/A

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

Funding requested in this application will support general operating costs, including staffing support (\$30,000), utilities and rent (\$12,840, which is approximately half of the cost for a 12-month period), marketing (\$2,910, which is approximately half of the cost to implement Constant Contact and Mind Body software for a 12-month period), and revenue loss since the pandemic occurred (\$30,000). Other costs requested include the construction of a safe, outdoor deck (\$30,000) and the replaced HVAC, which will provide optimal ventilation (\$24,801).

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

If this request is not fully funded, The Folded Leaf will continue to try to expand its offerings and sustain its operations. Without the City of Charleston's support, the studio may have to adjust its plans to replace its heating and cooling system and build a safe, outdoor practice space. While survival is uncertain due to operations cost and pandemic-related revenue loss, new owner Nina Casto is committed to preserving the integrity of the studio's history while expanding its services to include more clientele and employ more instructors and therapists.

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

Sustainability of the studio is dependent on retaining our existing clientele and expanding to include new customers. Operating cost support for 12 months will allow The Folded Leaf management to focus more heavily on new programming and outreach that will bring in new customers. As the threat of COVID-19 continues to loom large, exploring more virtual options while also bolstering in-person classes will be paramount. Plans are underway to raise additional funds to build an outdoor practice space, which will help practitioners feel safer should COVID cases rise drastically again. Lastly, by replacing our aging heating and cooling system, The Folded Leaf will save exponentially on utility costs, thus ensuring future sustainability.

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

A third party accounting firm completes all of the studio's bookkeeping. Additionally, all class payments are tracked and managed through Mind Body, the premiere fitness studio application. Payroll for independent contractors is also done through Mind Body. Management of the funding, if awarded, will fall to the studio owner who oversees daily business operations.

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

Any awarded funds will be held in a separate account and be tracked accordingly.

**REQUESTED BUDGET WORKSHEET****Revenue Source Projections**

List all Estimated Funding for this Program/Project

**\* Proposed City ARPA Funding****Internal/Self-Funding**

130,551

34,485

**Donations/Other Fundraising****Government Grants/Other****\* TOTAL REVENUE**

165,036

**Expenses Projections**

List all Estimated Expenses for this Program/Project

### Salaries/Wages

Amount Requested from City	Amount from Other Sources	Total Estimated Expenses
30,000	15,000	45,000

### 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
54,801		54,801

### Program Materials

Amount Requested from City	Amount from Other Sources	Total Estimated Expenses

### Marketing

Amount Requested from City	Amount from Other Sources	Total Estimated Expenses
2,901	2,901	5,820

### Supplies

Amount Requested from City	Amount from Other Sources	Total Estimated Expenses

### Other

Amount Requested from City	Amount from Other Sources	Total Estimated Expenses



## Total Expenses

* Amount Requested from City	* Amount from Other Sources	* Total Estimated Expenses
130,551	0	165,036

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 Folded Leaf was founded in 2008 and has been offering yoga, wellness, and massage therapy to the Charleston community for thirteen years. It has always been located in the South Hills Shopping District on Bridge Road; however, in 2014, it moved to a new space in the same district. In 2021, the studio's founder and longtime owner April Woody sold the business to Nina Casto.

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

Our mission is to enhance the Charleston community through yoga, bodywork, wellness/educational workshops, community services and authentic relationships. We are committed to sharing the ancient wisdom of yoga and the powerful life changing effects of holistic lifestyle choices in a calm, safe, nurturing, and non-judgmental atmosphere in order to cultivate greater health, happiness and wellbeing into the lives of those in our community. We believe that community is very important and strive to create a supportive collective that inspires and helps each other to cultivate positive change in themselves and off the mat, in the world, where the real practice of yoga begins.

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

April Woody, The Folded Leaf founder and previous owner

## 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.

Like many small businesses, The Folded Leaf was forced to shut down services in the midst of the COVID-19 pandemic. The studio was not able to offer classes or earn any revenue for approximately a year in 2020, which created a deficit in earnings and depleted wages for the independent contractors that the studio employs. While we were able to pivot to online classes eventually, the studio also saw an increased cost for virtual technology. In addition to the reduction in services, which resulted in lost revenue, the studio also incurred some unforeseen costs to provide hand sanitizer and masks to clientele. Since buying the business in July 2021, new owner Nina Casto has been unable to pay herself for operations; her income at present comes primarily from the classes she teaches. Any income has been reabsorbed into the business as the studio has done minor renovations to freshen the space, including painting, purchasing new furniture, etc.

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

Like many small businesses, The Folded Leaf was forced to shut down services in the midst of the COVID-19 pandemic. The studio was not able to offer classes or earn any revenue for approximately a year in 2020, which created a deficit in earnings and depleted wages for the independent contractors that the studio employs. While we were able to pivot to online classes eventually, the studio also saw an increased cost for virtual technology. In addition to the reduction in services, which resulted in lost revenue, the studio also incurred some unforeseen costs to provide hand sanitizer and masks to clientele. Since buying the business in July 2021, new owner Nina Casto has been unable to pay herself for operations; her income at present comes primarily from the classes she teaches. Any income has been reabsorbed into the business as the studio has done minor renovations to freshen the space, including painting, purchasing new furniture, etc.

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

If awarded, the ARPA funding will assist The Folded Leaf in maintaining operations and building resiliency. With support to pay rent, utilities, and staffing, management will have increased capacity to conduct outreach, attract and retain clientele, and build the resiliency of the studio's business model.

## THE APPLICANT UNDERSTANDS:

\*

1. This application and other materials submitted to the City may constitute public records which may be subject to disclosure

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

Nina Ratliff

12/14/2021

Authorized representative of Applicant/Organization

Format: MM/DD/YYYY

\* PRINTED NAME:

Nina Ratliff

\* TITLE OF APPLICANT:

Owner/Manager

\* ORGANIZATION NAME:

The Folded Leaf

**Upload a File**



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