

# MOBA GRANT APPLICATION FORM

The City of La Crosse, through the generous support of the La Crosse City Council, Economic Development Commission and Planning Department will provide funds to assist the growth of businesses owned by individuals from disadvantaged groups in the community. The grant is available to current and prospective businesses located in the City of La Crosse. This grant program is supported by the Small Business Development Center (SBDC), Couleecap, and Wisconsin Women's Business Initiative Corporation (WWBIC).

## APPLICANT INFORMATION

Name(s): Emilene Anna Heiderscheit  
Telephone: 608-769-0367  
Current Address: 1522 Barlow Street  
Email Address: [emilene@emileneanna.com](mailto:emilene@emileneanna.com)  
City: La Crosse  
State: WI, Zip: 54601

## BUSINESS OWNER INFORMATION

Name(s) Emilene Anna  
Telephone: 608-769-0367  
Years Owned: 5 yrs (Holistic & wellbeing 2 1/2yrs) Type of Ownership, LLC  
Current Address: 126 5th Ave S. Tease Salon and Barbershop  
Email Address: [Emilene@emileneanna.com](mailto:Emilene@emileneanna.com)  
City: La Crosse State: WI Zip:54601

Business Owner(s) are (check all that apply):

African-American  Hispanic-American  + Woman

Asian-American  Native-American\*Other individuals may also qualify as socially and economically disadvantaged on a case-by-case basis.

## BUSINESS & PROJECT INFORMATION (costs must be verified by written estimates from contractors)

Name of Business: Nurture, Holistic Beauty and Wellness Centre'

Project Applicant's Name: Emilene Heiderscheit

Business Address: (pending) 800 Rose St.

City: La Crosse

State: WI Zip: 54601

Type of Business : Organic, Green Salon, Health and Wellness Centre'

Telephone: 608-769-0367

Type of Project (check all that apply):

Machinery/Equipment  Feasibility study  Patent, copyright, or trademark  +  Product development  +  Technology development  Other

Please review the Eligibility Requirements on page 2 of the Application Materials and check appropriately:  +  I have reviewed, understood, and will comply with all requirements listed under this grant program.

Business Owner's Name: Emilene Anna Heiderscheit

Signature: *Emilene Anna Heiderscheit* Date: 1/23/18

FOR CITY USE ONLY:

Application Date \_\_\_\_\_ Approval Date \_\_\_\_\_ Amount \_\_\_\_\_ Tax ID number \_\_\_\_\_

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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Business must be a private enterprise with no more than 50 employees.

Only work begun after the grant application has been submitted and approved will be eligible for a grant.

Business established or to be established must be located in the City of La Crosse.

Business must be an enterprise owned by an individual(s) from a disadvantaged demographic, which is 51% owned and operated by an individual(s) from one or more of the following groups: African Americans, Hispanic Americans, Native Americans, Asian Americans, and Women. Individuals that do not identify in these groups should submit a statement attached to this application explaining their economic/social disadvantage.

Applicant must be able to document access to additional sources of funding beyond this award, including business revenues, other grant programs, loans, and personal capital that will support business growth.

## MOBA GRANT

### ELIGIBILITY REQUIREMENTS

Please check each line to indicate acceptance of the eligibility requirement. Work that does not comply with the eligibility requirements is subject to reduction or retraction of award.

The following items should be attached for the completion of this application:

1. \_\_+\_\_ Project Scope: A 1 page narrative describing the specific opportunity being pursued, along with key assumptions of the project, its market, and reason for grant request.
2. \_\_+\_\_ Project Budget: An itemized list of sources and uses of funds, both current potential. Sources of funds may include applicant's cash, loans, and/or revenues gained from project. Documentation verifying other sources of funds should be provided.
3. \_\_+\_\_ Project Income Statement: An itemized list of revenues and expenses expected for this project on a monthly basis for one year.
4. \_\_+\_\_ Project Work Plan: An itemized list of activities and major milestones anticipated along with a timeline or schedule of when each activity will be achieved within a year.
5. \_\_+\_\_ Business Ownership/Control: A brief description of the type and level of ownership and control must be provided for all principal owners/operators of the business.
6. \_\_+\_\_ Business Plan: A business plan outlining the overall mission and scope of the business.

### RELEASE OF INFORMATION

I hereby authorize the City of La Crosse permission to share all application materials with committees and members who will be reviewing my application. I acknowledge that information provided to the City may be released as part of the program requirements and in the reporting and promotion of the program.

### CERTIFICATE

I hereby certify that all the above statements and attachments submitted here to are true and correct to the best of my knowledge and belief.

Name: Emilene Anna Heiderscheit

Signature: *Emilene Anna Heiderscheit*

Date: 1/23/18

For questions and more information:

Andrea Schnick, Economic Development Planner, City of La Crosse (608) 789-8321  
schnicka@cityoflacrosse.org

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\_\_\_\_\_  
\_\_\_\_\_

A completed application form (Pages 1-2)

All attachments listed on page 2

(Optional) Proof of consultation with the Small Business Development Center.

## APPLICATION REVIEW

The application package will be reviewed by the City of La Crosse to determine whether the project should receive a grant and determine the amount of the award. Please submit the package to Andrea Schnick, Economic Development Planner either via email at [schnicka@cityoflacrosse.org](mailto:schnicka@cityoflacrosse.org) or in person in the Planning Department on the 3<sup>rd</sup> floor of City Hall.

### MATERIALS TO SUBMIT

Application packages should include:

#### GRANT DISBURSEMENT

Upon the awarding of a grant, monies can be expected to be released within (1) month.

At the discretion of the committee, the grant may be awarded upfront or as reimbursement.

Please clarify

the preference in the Project Scope narrative of the application.

When all project work is complete, please send Andrea Schnick a 1/2 -1 page written report on the project

status and its impact on the business so far. Possible items to also highlight include specific expenditures and photographs of the project.

#### Project Scope:

Welcome to her vision, her dream. Emilene invites you into her wellness journey and hopes to be a part of yours. Emilene wishes to provide a revolutionary way of reinventing a nontoxic and multi-sensory organic salon and wellness experience for the mind, body, spirit and hair. A continuum of her Holistic Beauty and Wellness Business that was founded in May 2016. Emilene seeks to open Nurture, Holistic Beauty and Wellness, in July 2019 at 800 Rose st. Historical Building. Nurture is rooted in support to leave the world a better place for our next generations with sustainable and eco-friendly practices. Nurture will be working with National Association of Eco-Friendly salons and with Green Circle Salons to

support this mission. Nurture is excited to be working with one of La Crosse oldest buildings to bring the energy back to life. Features with the space and vision of the Centre will be: healing energy, natural healing light, refurbished furniture and fixtures, outdoor zen patio, sustainability, safe and natural beauty products and services, mind, body, spirit team, innovative offerings, sunflower Centre'.

Nurture is seeking a team, and funding to help encourage entrepreneurs to join together who embrace a career with collaboration instead of comparison, in community instead of competition, integrity, and devotion to creating a better world. Emilene is seeking a team of authentic professionals who release a kind of energy for inner peace, balance, and beauty appealing to an extensive market joining the organic movement.

Nurture will build the communities morale and provide an enriched lifestyle to a holistic network of entrepreneurs. Holistic self care is in demand with less chemical exposure and is equally important as the organic food industry movement. Complimenting each other, the healing arts will receive more exposure and awareness with the sustainable foot traffic a salon retains.

Conscious Hair Artistry is an interactive program Emilene designed to integrate intentional and mindful rituals into a developing practice through energy, love, and aromatherapy for a full body well-being experience. Awaken the most powerful tool available to us, our hands. Healing hands that guide an experience while developing intuition and using empathy to provide supported services. Receiving and perceiving through touch, to create a lasting vibrational experience for guests of the Centre'.

Conscious Artists will choose to use organic, plant based, ethical hair color, products, practices, and offerings to sustain healthy lives for ourselves, community, and our responsibility to our environment. Services offered from your united tribe at Nurture will have a wide range and may include: organic color, hair cutting and styling, energy healing, reiki, chakra balancing, head spa services, aromatherapy, acupuncture, holistic nutritionist, yoga, holistic makeup & skin care, holistic fashion designer, counseling, consulting, massage, and divine beauty journey packages.

Products offered will be organic, non-toxic products for hair and skin. Funding would support the special design created for guests to navigate products that will support their mind, body, and spirit journey at home. Essential oils, herbs and supplements, spiritual inspiration through oracle cards, affirmations, incense. Vibrational products to such as crystal infused items, jewelry, and pendulums. It is vital to the health of providers and guests that we use the cleanest, bio-dynamic, and plant based products to enhance, protect our well-being and our planet.

Nurture would support the community with a design that would transform into an openspace to provide workshops, pop up shops, yoga, retreats, or gatherings. At the Heart of Nurture we will give back to women who have survived abuse or trauma in their lives. Guide them into rebuilding confidence, self esteem, and provide self image remodeling. Nurture will offer interview makeovers for women in shelters re-entering the workplace.

This grant money would support a Holistic platform to enrich, enlighten, and embrace divine beauty that supports the whole persons mental, spiritual, emotional and physical well-being.

The Grant money is a request in assisting building a holistic network of conscious hairstylist and wellness providers. Emilene would use money towards start up costs and towards the initial investment of the business. Emilene will need a team of 2 full-time artists, 3 part-time stylists, and 4 part-time wellness

providers to start. Funding may also support a part-time Wellness Coordinator to help facilitate guest experience. It is very important to find the professional individuals willing to transform their inventories and philosophy towards a safe, holistic way. Grant money would assist other independent contractors in their start up inventory as a scholarship for a sign on bonus, added products and services. A full, holistic team is crucial to the success of this business.

#### 4 Main Components for offerings:

1. Conscious Hair Artistry providing a holistic and wellbeing experience
2. Wellness Providers rooms and offices available for independent contractor rental
3. Open Space available for Yoga, Worship, Workshops available for independent contractor rental
4. Products supporting Organic beauty and rituals for healing journey for mind, body, spirit, and hair

#### Project Budget:

Applying for Innovation & Diversification Grant Program grant est. TBD

Approved funding Altra Federal Credit Union/SBA: \$50,000

Down Payment and contribution for this loan is \$5,000

#### Start up costs:

Salon and Wellness Centre Equipment estimate: \$16,000

Back Bar/Retail Products: \$7,000

Website/Branding/Marketing Startup: \$3,000

Leasehold Improvements estimated at \$10,000-\$35,000 (seeking location with less possible)  
Currently seeking and working with old Buzz's Bike Shop at 800 Rose Street La Crosse with plans to start renovation now and open approximately July 2019)

Total start up cost estimate: \$36,000- \$61,000

Monthly Budget and Expenses for Centre: approximately \$4,500

Request Grant Amount: \$5,000

#### Project Income Statement:

##### Monthly Revenue:

Hair Services \$4,875

Products \$600-\$750

PT Subcontractor Stylist(2) \$800

PT Subcontractor Wellness (4) \$1,200

FT Subcontractor Stylist (3) \$1,800

Total: \$9,275-\$9,425

Monthly Expenses: based upon the 1,400 sq ft, 2 Wellness rooms and 5 chair/ station available for rent

Advertising: \$278

Credit Card Charges: \$278

Dues and Subscriptions: \$100

Insurance: \$150

Legal and Auditing: \$50

Maintenance and repairs: \$50

Office Supplies: \$25

Lease: \$2,000

Shop Supplies: \$300

Telephone and Internet: \$165

Utilities: \$350

Vehicle salon: \$40

Loan Payment: \$700

Total: \$4,486

Project Work Plan:

Current Dec 15th- April 2019

A. Networking and seeking holistic team

Step 1. Produced a Flyer and made a video for proposal

Step 2. Persons of interests will receive 7 pg email of concepts of Centre'

Step 3. Phone or meeting with possible subcontractor for interview/meet & greet and energy match/ alignment with business structure and values

Step 4. Sign Contract and receive Handbook/ schedule dates for training and workshops for independent contractors

B. Currently working with amazing crew for renovations and construction of 800

Rose St, historic building. Dimensions and special designs for space.

C. Legal team for contracts, patent, trademark for salon concept and program

D. Aligning Local and fair trade companies for Product Retail

E. Ordering and purchasing supplies, furniture, and fixtures. Nurtures goals is to refurbish furniture and decor. Find design and maker for stations

F. Continue making handbook which includes concept, mission, manifesto, education, and program

E. Continue developing specialities of Centre

F. Make speciality Essential Oils for Signature Sensory Ceremony, Chosen music for chosen times

G. Licensing and legals

When Nurture has found its team:

A. Website, Online Booking, Profiles, Advertising

B. Training, developing of signature services, workshops

- Reiki 1
- Holistic Product and Color Training, intuitive consultations,
- Signature Sunflower Sensory Welcoming Ceremony, grounding & centering, breath & intention, Head massage w/ accupresse points(indian scalp massage),
- Intuition & Empathy
- Hours, scheduling, and Expectation
- Heart Math
- Entrepreneurship/ Soulpreneur
- Tribe Yoga
- Love Language/ expectations of Centre'

C. Creating, Making, Designing

D. Working in compliance with Green Circle Salons and the National Association of Eco-friendly Salons and Spas

End of April/May

**BABY IS ARRIVING**

Wellness Centre opens in July 2019

A. Grand opening Ceremony

B. Revenue begins, Retention of Renters and Guests, Product Sales, Services begin

C. Magic happens

Business Ownership/Control:

Emilene will be owner of business Nurture. She will have subcontractors who run their own sole proprietor or LLC's business within the umbrella of Nurture. Emilene will require proper sanitation and licensing. Emilene will be responsible for displaying establishment licensing and managers license.

\*Business Plan is attached