

#2

COMPLETE

Collector: Email Invitation 1 (Email)
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Email: Nicole@centralmaine.org
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Page 2: Required Business Information

Q1

Business Name

Dough Eyes Bakery

Q2

Enterprise Grant (up-to \$10,000)

Select Funding Category

Q3

Total Funding Requested

10,000

Q4

Application Submitter - First Name

Jane

Q5

Application Submitter - Last Name

Doe

Q6

Contact Phone Number

207-123-4567

Q7

Email

jd@dougheyesbakery.com

Q8

Business Website

dougheyesbakery.com

Q9

Social Media Channels

Facebook

<https://www.facebook.com/ihaveapage>

Q10

Business Headquarters - Street Address

263 Baguette St.

Q11

Business Headquarters - City/State/Zip Code

Gardiner, ME

Q12

Provide a brief description of your organization's mission/vision or summary of product/service being provided. (3-5 sentences)

Dough Eyes Bakery is local boulangerie-style neighborhood bakery in Gardiner, Maine. We specialize in sourdough-based breads baked daily, artisanal pastries, and custom catering. We operate daily until sell-out and then pivot to custom items for events. Doe Eyes would like to grow its customer base both in draw to the retail location but also in territory for catering events.

Q13

How did you hear about this funding program?

Local SBDC office

Page 3: Required Eligibility Information

Q14

No

Do you have multiple locations?

Q15

Respondent skipped this question

If yes, where are your additional locations?

Q16

Yes

Is your business registered with the Maine Secretary of State's Corporate Registry?

Q17

Please provide the official date your business became incorporated

January 15th, 2020

Q18

Please provide the date your business began engaging in operations if different than the date of incorporation.

July 1, 2020

Q19

Provide your business type code from the list of North American Industry Classification System (NAICS) code categories (Utilize the hyperlink to identify your NAICS code)

311811

Q20

Please provide your 9-digit Employer Identification Number (EIN) or your Tax Identification Number (TIN)

01-0101010

Q21

Respondent skipped this question

Please provide your Unique Entity Identifier (UEI) if available.

Q22

Woman-Owned Business

Does your business identify as any of the following?

Q23

No

Is the business owner's native or primary language other than English?

Q24

Respondent skipped this question

If yes, please include the owner's native or primary language below

Q25

Yes

Does your organization have a Diversity, Equity, Inclusion, and Accessibility-related (DEI+A) policy and/or organizational commitment?

Q26

If yes, please outline your commitment to DEI+A-related policies and organizational commitments.

Diversity Statement: At Dough Eyes Bakery, diversity is part of our history, culture, and identity. We endeavor to foster and promote an environment that allows for all members of our community to feel valued, appreciated, and free to be who they are at work and as clientele. As a business and hub for the community to gather, we strive to: Grow and nurture a culture where inclusiveness is a societal norm, not just an initiative; Foster a deep sense of pride, passion and belonging regardless of our individual differences We will routinely examine our beliefs and biases to ensure that we are upholding our values around diversity and inclusiveness. Businesses that actively lift the human spirit and support diversity and inclusion are proven to be stronger organizations where equity is more readily practiced and more obviously accepted.

Q27

No

Have you previously received forgivable funds from state or federal relief programs since March 1, 2020? Including, but not limited to, any funds received from the Maine Economic Recovery Grant Program, Payroll Protection Program (PPP), or Economic Injury Disaster Loan (EIDL) advance.

Q28

Respondent skipped this question

If yes, specify which programs and amounts.

Q29

No

Is your organization currently seeking funding from any other sources?

Q30

Respondent skipped this question

If yes, what other sources?

Q31

No

Has the organization previously received any grants or public funds?

Q32

Respondent skipped this question

If yes, please list.

Q33

Please provide a specific total value of the negative impact that Covid-19 had on your business.

50,580

Q34

Provide a description of the negative impacts due to the Covid-19 Pandemic. Your comments should outline revenue lost, additional costs incurred due to the pandemic, costs of increased lead times due to pandemic-related supply chain delays, etc. to support the dollar amount listed above.

Dough Eyes Bakery executed a 2 year lease agreement on its commercial/retail location in January of 2020 with the anticipated opening of the bakery scheduled for 2/1/2020. Due to the pandemic restrictions, we were not able to open to the public until September 2020. These seven months cost us approximately \$50,580 in lost revenue. This inability to earn, while still needing to build out the space, pay our lease and cover the utility/heating costs has set back Doe Eyes Bakery significantly. Though our doors were closed 6 months longer than expected, our revenue progress has taken longer to pick up and we are approximately 9 months behind compared to where our business plan and revenue model had projected. The inability to earn also meant a reprioritization of business expenses, meaning marketing and communications (a need for small rural retail businesses) was not prioritized as it would have been. This inability to market has meant growing our customer base has been solely reliant on social media & word of mouth.

Page 4: Required Business Structure & Financial Information

Q35

Who owns your business? List all owners and ownership percentages.

Jane Doe-51% John Doe-49%

Q36

Yes

Does your business carry any debt?

Q37

If yes, list all existing debt obligations and include lender name, current balance, monthly payment, and loan collateral (you may refer to your balance sheet if included)

Kennebec Savings Bank Loan - \$150,000 — \$750/mo

Q38

What is your projected total revenue for 2023?

300,000

Q39

What is your projected net income for 2023?

111,000

Q40

What was your total reported revenue in 2022?

250,000

Q41

What was your net income reported in 2022?

93,280

Q42

What accounting system(s) do you utilize to track income and expenses?

Quickbooks Online

Q43

No

Are you planning to expand or relocate in the next 1-3 years?

Q44

Respondent skipped this question

If you are planning to relocate, please list where.

Page 5: Supporting the Creation of Quality Jobs

Q45

What is the total number of Full Time Employees (FTE)s your business currently has, not including business owners?

0 - owner is only full time employee

Q46

What is the total number of Part Time Employees (PTE)s your business currently has, not including business owners?

1

Q47

Full-time Employer

Are you a full-time or seasonal employer?

Q48

Respondent skipped this question

If you are a seasonal employer, please list the total number of FTEs you employed over the last 12-month period (not including business owners).

Q49

Yes

Do you currently or have you previously utilized internships/apprenticeships?

Q50

If yes, how many?

Owner has participated in apprenticeship programs throughout their career, both as a mentor and as an apprentice, but not yet through Dough Eyes Bakery.

Q51

Yes

Are you interested in developing an internship or apprenticeship program?

Q52

Yes

Does your proposed project include hiring for any new positions that you are not currently filling?

Q53

If yes, please list how many new positions will be created and whether full-time or part-time positions.

Indirectly yes, it is anticipated that in increasing awareness, sales & net income through increased marketing efforts we will be able to hire on additional full & part time staff. 1 full time, potentially 1 part time - expected over the 18 month period following the project

Q54

Provide the total wages paid to employees during the most recent calendar month for which this information is available (not including business owners).

800

Q55

What is the average annual wage for your current full-time employees (not including business owners)?

9,600

Q56

What was your total annual expense for all employee compensation in 2022? (include all payroll costs: wages, salaries, all benefits, and payroll taxes, not including business owners)

10,332

Q57

No

Does the company currently offer paid time off to full-time employees?

Q58

No

Does the company offer subsidies for health care benefits?

Q59

No

Does the company contribute to a retirement plan for the employee or provide a savings program?

Q60

What other benefits or workplace programs do you offer that contribute to employee satisfaction and retention?

NONE

Page 6: Proposed Project Outline

Q61

No

Does your proposed project include the purchasing of any equipment?

Q62

Respondent skipped this question

If yes, what equipment are you planning to purchase?

Q63

Project Budget Narrative Provide a detailed description of what award funds would be used for. Expenditures should be in alignment with program guidelines. Include further detail projecting expected growth based on these investments.

If awarded through CMGC's ERIH Direct Grant Program, Dough Eyes Bakery would be able to purchase new vinyl window signage and a flush-mounted sign on our building. Additionally, we would work with CMGC to develop a paid advertisement that would be published in local print-media ads as well as pushed out on social media. Dough Eyes has received quotes from local installers and is requesting \$3,500 for vinyl window signage and a flush mounted sign over the main entrance. We would then allocate \$1,000 for paid print media advertisements and an additional \$500 for paid or "boosted" social media ad buys on facebook & Instagram. The total budget for this signage & marketing campaign would be \$5,000. We also would purchase a new industrial mixer to keep up with demand.

Q64

Project Feasibility & Sustainability Provide a description of how each element of the project would be completed, as well as how successful execution would provide a long-term benefit, become self-sustaining, or lead to future opportunities.

Each element has been researched and/or quoted for pricing. We have chosen signage options that stand up well over time and need little-to-no maintenance so the cost will not be recurring. Dough Eyes Bakery is will ensure this targeting marketing campaign can be maximized through collaboration with CMGC to making strategic decisions capitalizing on prime marketing windows, and use public data to target new geographies with significant amounts of customers who align with our key demographics. Through this effort we anticipate additional sales revenues and exposure of our business that will lead to additional return customers, and an increased number and geography of clientele. The mixer we have selected is top of the line and has a life expectancy of 12 years.

Q65

Team Ability & Structure: Provide an overview of your team's background, skill sets, and how the business is organized, including leadership and/or governance structures.

Jane Doe is a life-long baker and Mainer with a culinary arts degree. She trained in France where she spent has spent the last 6 years living and working in a café she co-owned and operated. Jane is the sole proprietor, head baker, and decision maker for Dough Eyes Bakery.

Q66

Value Proposition & Innovation Provide a description of your selling proposition and competitive advantage, as well as any innovative strategies or technologies you plan to implement to achieve your business goals.

Dough Eyes Bakery is the only small batch daily-made baker in Gardiner, and the only one in the Greater Augusta-Gardiner area with the experience/ability to provide artisanal pastries and custom confections to order.

Q67

Project Timeline Describe the timeline for conducting key tasks and when the project will be completed.

Once funds are awarded, the signage will be scheduled to be installed as soon as possible. Following this, Jane would plan to coordinate with CMGC on the marketing and ad-buying strategy which is likely to be scheduled out over a 3-6 month period to maximize exposure. The mixer will be ordered immediately.

Q68

Mandatory Budget Form

Budget%20Form%20V1.03%20-Dough%20Eyes.pdf (96.6KB)

Q69

Proof of COVID-19 Impact

Dough%20Eyes%20P%5E0L%202020.pdf (46.9KB)

Q70

Proof of COVID-19 Impact (additional documentation)

Dough%20Eyes%20P%5E0L%202021.pdf (47.1KB)

Q71

Profit/Loss Statements

Dough%20Eyes%20P%5E0L%202023%20Current.pdf (45.4KB)

Q72

Respondent skipped this question

Balance Sheet

Q73

Completed W-9

Budget%20Form%20V1.03%20-Dough%20Eyes.pdf (96.6KB)

Q74

Respondent skipped this question

Quotes for Project Expenditures

Q75

Respondent skipped this question

Additional Financial Documents

Q76

Please Review the Statements Below Prior to Submitting your ERIH Grant Application

I have read the ERIH Direct Grants to Businesses & Entrepreneurs Program Guidance.

,

This submission includes an identified specific dollar amount of impact due to the Covid-19 Pandemic

,

This submission provides all required financial documents to support the cited Covid-19 impact amount

,

This submission includes a completed W-9 form, including an EIN / TIN

,

This submission includes a completed project budget,

By checking this box, I certify that all information presented in this application is true and accurate to the best of my knowledge

Q77

By checking this box, I certify the business is not debarred from receiving federal funds and is not engaged in the following:

Illegal activity,

Marijuana or cannabis related activities,

Principally engaged in promoting religion,

Primarily engaged in political or lobbying activities,

A private club that limits the number of memberships for reasons other than capacity or a business that restricts patronage

Dough Eyes Bakery
Profit and Loss by Month
 January - December 2021

Revenue	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Total
Muffin Sales	1,860.00	2,895.00	2,604.00	2,604.00	1,964.00	2,199.68	2,463.64	2,759.28	3,090.39	3,461.24	3,876.59	3,692.00	33,469.82
Bread Sales	6,825.00	7,263.00	6,932.00	6,932.00	6,523.00	7,305.76	8,182.45	9,164.35	10,264.07	8,964.00	9,687.00	10,849.44	98,892.06
Catering Event Sales	13,695.00	7,863.00	5,432.00	7,201.00	8,065.12	5,321.00	6,584.00	5,689.00	8,741.00	9,789.92	10,964.71	12,280.48	101,626.23
Cake/Cupcake Sales	2,987.00	6,954.00	7,201.00	4,632.00	3,965.00	4,440.80	4,973.70	5,570.54	6,239.00	6,987.68	7,826.21	8,765.35	70,542.28
Total Sales	\$ 25,367.00	\$ 24,975.00	\$ 22,169.00	\$ 21,369.00	\$ 20,517.12	\$ 19,267.24	\$ 22,203.79	\$ 23,183.16	\$ 28,334.46	\$ 29,202.84	\$ 32,354.51	\$ 35,587.27	\$ 304,530.39
Expenses													
Payroll Wages	800.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	9,600.00
Payroll Taxes	60.96	60.96	60.96	60.96	60.96	60.96	60.96	60.96	60.96	60.96	60.96	60.96	731.52
Baking Ingredients	7,610.10	7,492.50	6,650.70	6,410.70	6,155.14	5,780.17	6,661.14	6,954.95	8,500.34	8,760.85	9,706.35	10,676.18	91,359.12
Kitchen Equipmemnt	1,268.35	1,248.75	1,108.45	1,068.45	1,025.86	963.36	1,110.19	1,159.16	1,416.72	1,460.14	1,617.73	1,779.36	15,226.52
Office Supplies	253.67	249.75	221.69	213.69	205.17	192.67	222.04	231.83	283.34	292.03	323.55	355.87	3,045.30
Rent	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	3,500.00	42,000.00
Utilities	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00	18,000.00
Marketing	132.00	200.00	0.00	0.00	150.00	0.00	350.00	0.00	265.00	0.00	0.00	600.00	1,697.00
Total Expenses	\$ 15,125.08	\$ 15,051.96	\$ 13,841.80	\$ 13,553.80	\$ 13,397.12	\$ 12,797.17	\$ 14,204.32	\$ 14,206.90	\$ 16,326.37	\$ 16,373.98	\$ 17,508.58	\$ 19,272.38	\$ 181,659.46
Net Income	\$ 10,241.92	\$ 9,923.04	\$ 8,327.20	\$ 7,815.20	\$ 7,120.00	\$ 6,470.07	\$ 7,999.46	\$ 8,976.26	\$ 12,008.10	\$ 12,828.86	\$ 14,845.92	\$ 16,314.89	\$ 122,870.93

Dough Eyes Bakery
Profit and Loss by Month
 January - December 2020

Revenue	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Total
Muffin Sales	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,657.00	1,832.00	1,959.00	2,697.00	8,145.00
Bread Sales	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,976.00	4,124.00	4,987.00	6,479.00	19,566.00
Catering Event Sales	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,461.00	5,674.00	6,104.00	12,084.00	27,323.00
Cake Sales	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	900.00	864.00	975.00	1,686.00	4,425.00
Total Sales	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 9,994.00	\$ 12,494.00	\$ 14,025.00	\$ 22,946.00	\$ 59,459.00
Expenses													
Payroll Wages	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	490.00	846.00	820.00	1,047.00	3,203.00
Payroll Taxes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	37.34	64.47	62.48	79.78	244.07
Baking Ingredients	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,762.00	5,100.00	5,500.00	6,580.00	21,942.00
Kitchen Equipemnt	0.00	0.00	0.00	0.00	0.00	0.00	4,732.00	3,741.00	2,381.00	1,631.00	837.00	768.00	14,090.00
Office Supplies	0.00	0.00	0.00	0.00	0.00	0.00	647.00	573.00	498.00	342.00	549.00	761.00	3,370.00
Rent	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	3,200.00	38,400.00
Utilities	1,600.00	1,600.00	1,600.00	1,600.00	1,600.00	1,600.00	1,600.00	1,600.00	1,600.00	1,600.00	1,600.00	1,600.00	19,200.00
Marketing	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	95.00	130.00	85.00	175.00	485.00
Total Expenses	\$ 4,800.00	\$ 4,800.00	\$ 4,800.00	\$ 4,800.00	\$ 4,800.00	\$ 4,800.00	\$ 10,179.00	\$ 9,114.00	\$ 13,063.34	\$ 12,913.47	\$ 12,653.48	\$ 14,210.78	\$ 100,934.07
Net Income	-\$ 4,800.00	-\$ 4,800.00	-\$ 4,800.00	-\$ 4,800.00	-\$ 4,800.00	-\$ 4,800.00	-\$ 10,179.00	-\$ 9,114.00	-\$ 3,069.34	-\$ 419.47	\$ 1,371.52	\$ 8,735.22	-\$ 41,475.07

COVID 19 LOSS -\$51,162.34

Dough Eyes Bakery
Profit and Loss by Month
 Q1 2023-Actual

Projected 2023

Revenue	Jan-23	Feb-23	Mar-23	Total	Q2-Q4	Total
Muffin Sales	1,965.00	2,895.00	2,604.00	7,464.00	22,392.00	29,856.00
Bread Sales	7,641.00	7,263.00	6,932.00	21,836.00	65,508.00	87,344.00
Catering Event Sales	14,695.00	7,863.00	5,432.00	27,990.00	83,970.00	111,960.00
Cake Sales	3,524.00	6,954.00	7,201.00	17,679.00	53,037.00	70,716.00
Total Sales	\$ 27,825.00	\$ 24,975.00	\$ 22,169.00	\$ 74,969.00	\$ 224,907.00	\$ 299,876.00
Expenses						
Payroll Wages	800.00	800.00	800.00	2,400.00	7,200.00	9,600.00
Payroll Taxes	60.96	60.96	60.96	182.88	548.64	731.52
Baking Ingredients	8,347.50	7,492.50	6,650.70	22,490.70	67,472.10	89,962.80
Kitchen Equipmemnt	1,391.25	1,248.75	1,108.45	3,748.45	11,245.35	14,993.80
Office Supplies	278.25	249.75	221.69	749.69	2,249.07	2,998.76
Rent	3,750.00	3,750.00	3,750.00	11,250.00	33,750.00	45,000.00
Utilities	1,700.00	1,700.00	1,700.00	5,100.00	15,300.00	20,400.00
Marketing	120.00	560.00	395.00	1,075.00	3,225.00	4,300.00
Total Expenses	\$ 16,447.96	\$ 15,861.96	\$ 14,686.80	\$ 46,996.72	\$ 140,990.16	\$ 187,986.88
Net Income	\$ 11,377.04	\$ 9,113.04	\$ 7,482.20	\$ 27,972.28	\$ 83,916.84	\$ 111,889.12

40000

BUDGET FORM 2023			
<i>Central Maine Growth Council - ERIH Direct Grants to Businesses & Entrepreneurs</i>			
1	Organization Name:	Dough Eyes Bakery	
2	Grant Category:	Enterprise Grant	
3	Total Requested Funding:	10,000.00	
<i>Specific Project Tasks & Associated funds:</i>			
	Task Description <i>(Examples below)</i>	Requested Funds <i>(CMGC/Grantor)</i>	Total Project Cost (The sum of all funding supporting the project. May be the same amount as Requested Funds)
5	<i>Signage</i>	3,500.00	\$ 3,500.00
6	<i>Additonal Marketing</i>	1,500.00	\$ 1,500.00
7	<i>Equipment</i>	5,000.00	\$ 5,000.00
8			\$ -
9	Project Total	\$ 10,000.00	\$ 10,000.00