



# MEMO

## PLANNING AND COMMUNITY DEVELOPMENT

To: Redevelopment Authority  
From: Lily Paul  
Date: 03-04-2022  
Re: La Belle Bridal LLC - Revolving Loan Application

Mariah Tietz, owner of La Belle Bridal LLC, has submitted a RACK Revolving Loan application (Exhibit 1) for a property she leases from BLG Inc, on 140 East 2nd Street. She has been granted consent from the landlord to make modifications and improvements to the building (Exhibit 2). The applicant is looking to demo the floors, level out the surface, and re-floor the unit. Additional plumbing and new lighting in the unit will be installed. The interior and exterior will be painted. New landscape and new windows are also projected to be installed.

The exterior updates such as paint, landscape, and sign are ultimately to improve the curb appeal and aesthetics of the building. The primary reason for the window updates is twofold: to increase the attractiveness of the building and to increase energy efficiency. The interior updates improve the aesthetic. The plumbing installation will help with job creation and retention for there will be 2 hair sinks available for professionals providing those types of services. See Exhibit 3 of existing exterior and interior condition. Also attached is Exhibit 4 showing future interior layout/design and sign example.

Ms. Tietz, owner of La Belle Bridal LLC, has received a \$10,000 grant from the Main Street Bounce Back Program, which is intended for new LLCs. She has contracts for weddings booked from February 2022 all the way to December 2022, and one in 2023 already. Her

expected income from each booking is \$1,000 to \$1,500. Please review Exhibit 5 for details on financials and contracts. Also provided in Exhibit 6 is a business plan for La Belle Bridal. This business will provide many services and create jobs.

The total cost to complete all of the updates is \$20,370.00. A complete breakdown of the costs is provided in Exhibit 7. Financing for the project will be funded by \$10,000 of the applicant's personal funds, and \$10,000 is being requested as a loan from the Redevelopment Authority.

**Staff Recommendation:**

Staff recommends to approve the Revolving Loan for La Belle Bridal LLC.



# REVOLVING LOAN PROGRAM APPLICATION



Project Name: ~~La Belle Studio~~ La Belle Bridal LLC

Project Address: 140 East 2nd St. Kaukauna WI 54130

Contact Name: Mariah Tietz

Contact Address: 422 Frances St. Kaukauna WI 54130

Telephone: 920 372 9659

Email: mariah.labellebridal@gmail.com

Year Business Established: 2022

Applicant Is:

Owner ☐ Lessee of Property ☒ Sole Proprietorship ☐

Partnership ☐ Corporation ☐ Other Business Structure ☒

Number of Employees: Full Time Part Time

Brief Description of Business: we are a beauty business offering an array of services including hair: make-up, lashes, brow services, permanent make-up, and continuing education.

List all owners, directors, or partners having 20% or greater interest:

mariah tietz

Project Description:

Demo floors, even out and lay new flooring, add additional plumbing, new lighting, new paint on interior & exterior, new landscaping, new windows

In what ways will the project benefit the community?

potentially

- Increase tax value ☒
- Improve curb appeal/aesthetics ☒
- Safety or security upgrades ☒
- Accessibility improvements ☐
- Job creation or retention ☒ jobs created ☒ jobs retained
- Improved building longevity ☒
- New or retained business ☒
- Energy efficiency upgrades/weatherization ☒
- Creating services not currently available in a community ☒
- Other:



# Exhibit 1

## Project Costs

Acquisition	
Exterior Renovation	3,000
Interior Rehabilitation	15,000
Land/Site Improvements	
Utility Improvements	
Machinery/Equipment	
Design Services	

## Project Financing

Personal Funds	10,000
Lender Funds	0
RACK Funds Requested	7,000-10,000
Other	

## Existing Building Conditions

If building is owned by applicant:

Acquisition Date	
Purchase Price	
Existing Mortgage Balance	
Land Contract Balance	
Monthly Mortgage Payment(s)	
Recent Appraised Value	

If building is leased by applicant:

Annual Rent	8,100.00
Lease Termination Date	May 1 2023
Name of Building Owner	Jeff Everetts
Address of Building Owner	107 E 4th St Kaukauna WI 54130

## Application Agreement

The applicant certifies that all information in this application, and all information furnished in support of this application, is given for the purpose of obtaining a loan under the Commercial Revolving Loan Program and is true and complete to the best of the applicant's knowledge.

The applicant further certifies that they are the owner of the property described in this application, or the lessee with proof of the owner's consent to improve said property.

The applicant further certifies that the loan proceeds will be used for the work and materials identified in this application and will abide with all provisions and guidelines of the Commercial Revolving Loan Program.

The applicant further authorizes disclosure of all financial information submitted in connection with this application by and between the Redevelopment Authority of the City of Kaukauna and any lender agreeing to participate with the applicant's loan through this program.

Signature of Applicant

*Mariah Tietz*

Signature of Applicant

Date

*1/25/2022*

Date



## APPLICATION FORMS CHECKLIST

The RACK loan application forms are included on the preceding pages. Please complete all fields on the form for the appropriate loan. If you need more space, you can include additional information as attachments to the form. Please indicate this by writing "attached" in the relevant field(s). If you need assistance with the form, please contact the Planning and Community Development Director.

### Application Checklist

Please review this checklist prior to submitting your loan application to ensure all needed information is included. Descriptions of each item can be found in the Redevelopment Authority Loan Program Handbook.

1	Completed Application Form	✓
2	Business Description	
3	Business Performance History & Projections <i>NEW BUSINESS</i>	✓
4	Business Plan	✓
5	Project Description	
6	Description of Need	
7	Estimates	✓
8	Financial Statements <i>NEW BUSINESS</i>	✓
9	Copy of Bank Loan Application Materials	✓
10	Commitment from Private Lenders (if applicable)	
11	Proof of Personal Financial Commitment	✓
12	Proof of Landlord Consent (if applicable)	✓
13	Exterior Improvement Visuals (if applicable)	



**Exhibit 2**

Mariah Lea &lt;lea.kirstin@gmail.com&gt;

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**140 E 2nd St**

1 message

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**Jeff Everetts** <jeveretts@ashwaubenonk12.org>  
To: Lea.Kirstin@gmail.com

Thu, Feb 3, 2022 at 4:10 PM

This email confirms consent from BLG Inc to Mariah Tietz, owner of Labelle Bridal, to made modifications and improvements to the building located at 140 E 2nd St, Kaukauna, WI.

A copy of the planned renovations were supplied to BLG by Mariah and were approved as provided.

Any questions or concerns pertaining to the improvements should be directed to Jeff Everetts at 920-621-5506.

Jeff Everetts

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Exhibit 3





Exhibit 3





Exhibit 3



Exhibit 4





Exhibit 4

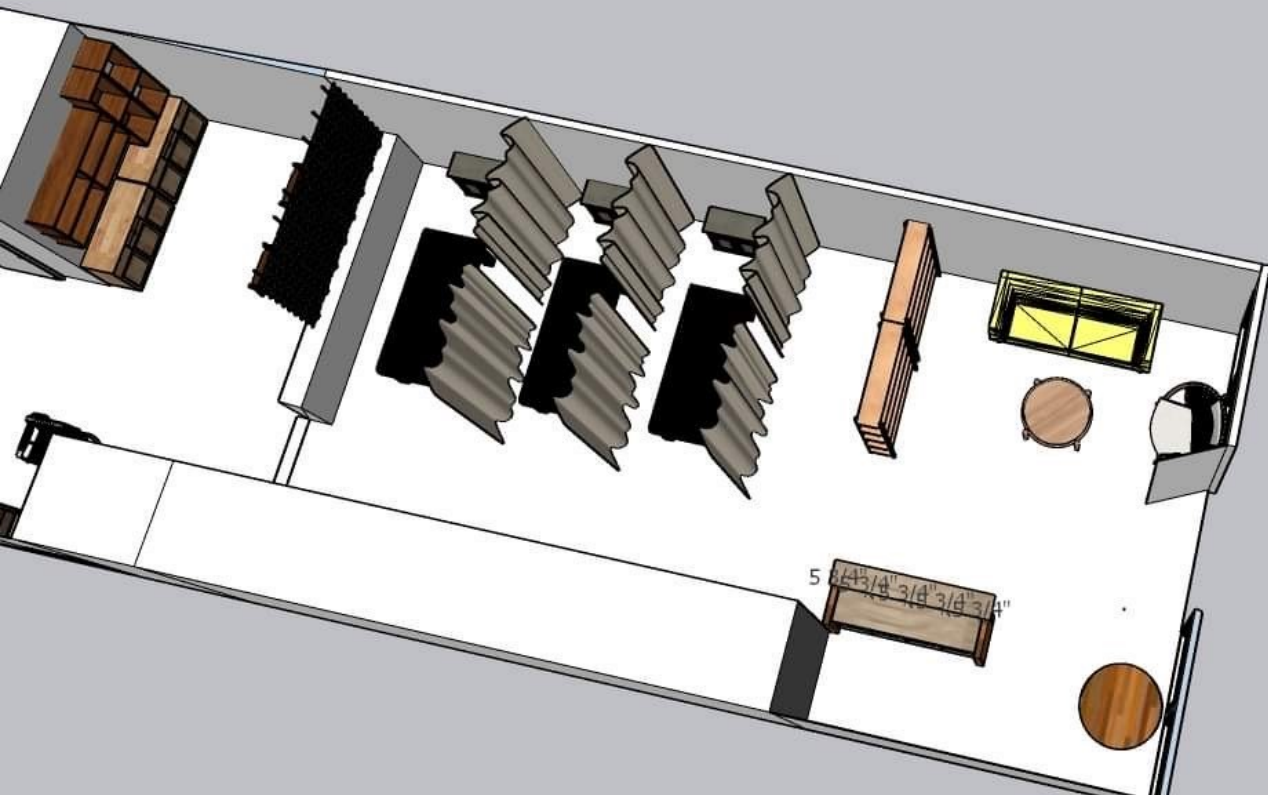


Exhibit 4

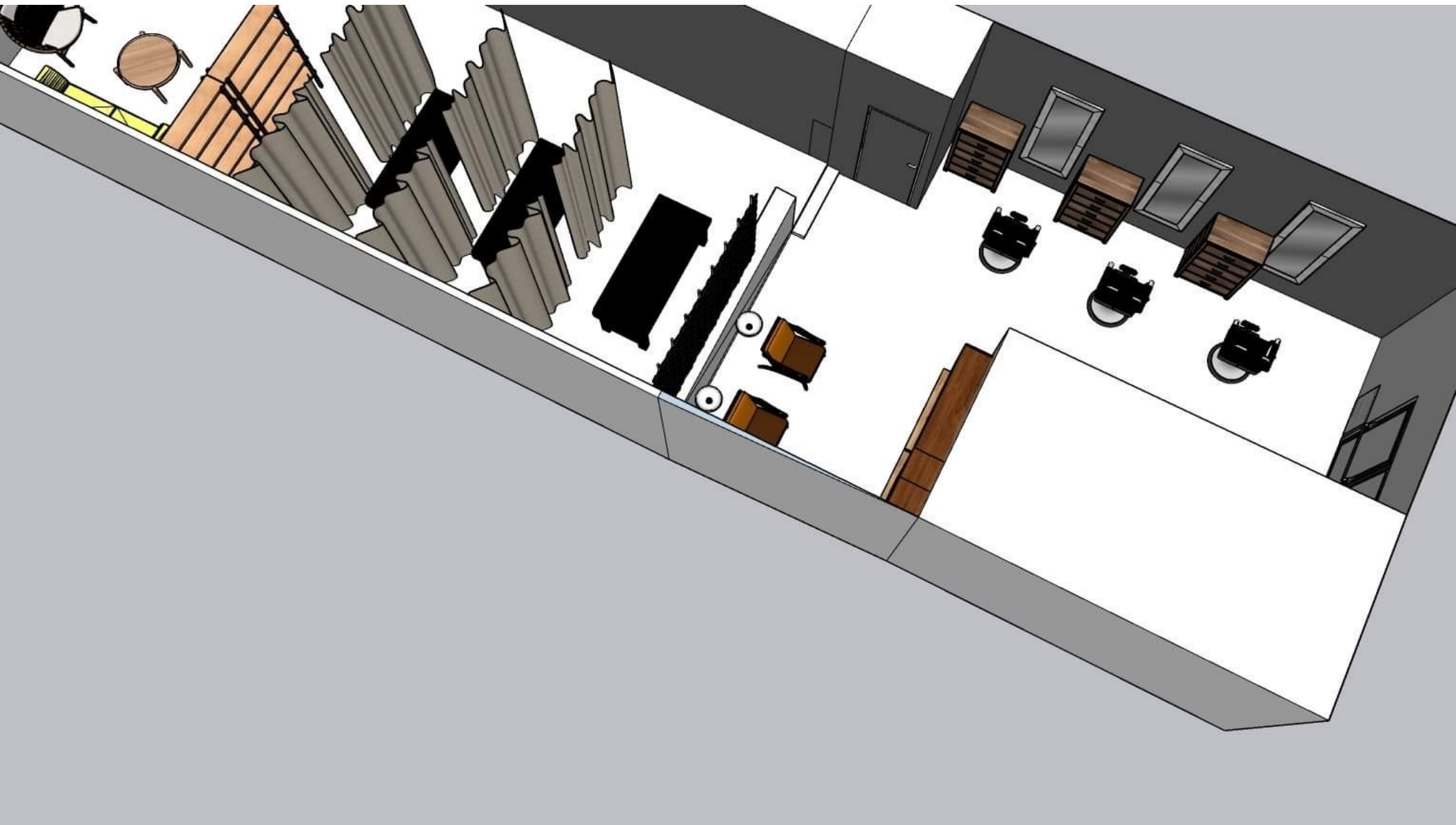


Exhibit 4







Date: February 7, 2022

Grant Number: 337-22

Attention: La Belle Bridal LLC

Congratulations!

You are being awarded a \$10,000 grant through the Wisconsin Economic Development Corporation (WEDC) Mainstreet Bounceback Grants Program. We know it takes a lot for a new business or organization to open their first space or for an existing business to expand. We hope this grant will help you get off to a strong start and create a foundation for long-term success.

Please reach out to us at East Central Wisconsin Regional Planning Commission in the future as we are here to build relationships and cooperative visionary growth strategies that keep our region beautiful, healthy and prosperous.

This grant may be taxable depending on your business situation. Please contact your tax advisor for more assistance.

Sincerely,

Melissa Kraemer Badtke  
Executive Director

## Exhibit 5



Mariah Tietz &lt;mariah.labellebridal@gmail.com&gt;

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**Thank you for completing your application**

1 message

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**Erick Brown** <brown.erick@biz2credit.com>  
Reply-To: Erick Brown <brown.erick@biz2credit.com>  
To: mariah.labellebridal@gmail.com

Wed, Feb 2, 2022 at 3:33 PM

Mariah,

I was going through your file and see that Labelle Bridal LLC is 1 months old. We love startups and have funded thousands of young companies. However, it is nearly impossible to secure funding for businesses under 6 months old. To fund, banks and other financial institutions need to project business performance, and they need 6 months of data to make that calculation.

You were inspired by a great idea to start Labelle Bridal LLC and it is my job to ensure you get the funding you need to take it to its full potential. That is why I suggest we wait 5 months. At that point, we'll have enough information to speed track your financing needs.

And you don't have to do anything on your end. I've already added a calendar reminder on my end to send you a follow-up email on your 6-month anniversary.

And while you're waiting here are two important details I'd like to share:

-- Download Biz2Credit app to see your **free** personal credit report and business credit score (BizAnalyzer score).



--Read this useful article to see [5 benefits of opening and operating a business checking account](#):

This 6-month wait period isn't unique to Biz2Credit. All lending institutions follow the same format. The only difference is that Biz2Credit has an exceptionally good success rate funding companies that have 6 months of operational data.

Mariah, if you have any questions at all please don't hesitate to call me at 209-813-5111 x125. My only job is to serve customers like you.

Erick Brown | Senior Funding Support  
Office 212-644-4555  
Desk 209-813-5111 Ext 125

Biz2Credit, Inc.  
[1 Penn Plaza](#), 45<sup>th</sup> Floor  
New York, NY 10119  
[Biz2Credit.com](#)

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PROJECT	PROJECT DATE ↑↑	PROJECT TYPE	MOVED	STAGE	RECENT ACTIVITY
Gliniecki Wedding 02 14 2022	Mon, Feb 14, 2022	Wedding	17 days	Completed	• Contract signed
Gerber Wedding 02 26 2022	Sat, Feb 26, 2022	Wedding	3 days	Completed	
Collingwood Wedding 04 09 2022	Sat, Apr 09, 2022	Wedding	10 days	Retainer Paid	• Contract signed <a href="#">OPTIONS</a>
Fischer Wedding 04 23 2022	Sat, Apr 23, 2022	Wedding	a month	Retainer Paid	• Message received
Ambrosius Wedding 05 22 2022	Sun, May 22, 2022	Wedding	a few seconds	Inquiry	
Harvey Wedding 05 28 2022	Sat, May 28, 2022	Wedding	10 days	Retainer Paid	• Contract signed
Vertin Wedding 06 04 2022	Sat, Jun 04, 2022	Wedding	a month	Retainer Paid	
Lund Wedding 06.11.2022	Sat, Jun 11, 2022	Wedding	13 days	Retainer Paid	
Schwartz Wedding 06 18 2022	Sat, Jun 18, 2022	Wedding	10 days	Retainer Paid	• Contract signed
Lebo Wedding 06.19.2022	Sun, Jun 19, 2022	Wedding	a month	Retainer Paid	• Contract signed
Judson Wedding 06 25 2022	Sat, Jun 25, 2022	Wedding	a month	Retainer Paid	
















## Exhibit 5

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Judson Wedding 06.25.2022	Sat, Jun 25, 2022	Wedding	a month	 Retainer Paid	
Haney Wedding 07.01.2022	Fri, Jul 01, 2022	Other	a month	 Retainer Paid	
Lenz Wedding 07.09.2022	Sat, Jul 09, 2022	Wedding	14 days	 Retainer Paid	 Contract signed
Bergin Wedding 07.16.2022	Sat, Jul 16, 2022	Wedding	a month	 Retainer Paid	 Contract signed
Kortz Wedding 08.06.2022	Sat, Aug 06, 2022	Bridal Trial	a month	 Retainer Paid	 Contract signed
Leazer Wedding 08.12.2022	Fri, Aug 12, 2022	Wedding	3 days	Proposal Sent	
Spors Wedding 08.13.2022	Sat, Aug 13, 2022	Wedding	3 days	 Proposal Signed	
<input type="checkbox"/> Schleis Wedding 08.19.2022	Fri, Aug 19, 2022	Wedding	2 days	 Retainer Paid	 Contract signed
Varela Wedding 08.26.2022	Fri, Aug 26, 2022	Bridal Trial	3 days	Proposal Sent	
Leclair Wedding 08.27.2022	Sat, Aug 27, 2022	Wedding	15 days	 Retainer Paid	
Bubolz Wedding 09.03.2022	Sat, Sep 03, 2022	Wedding	3 days	 Retainer Paid	
Stanislowski Wedding 09.17.2022	Sat, Sep 17, 2022	Bridal Trial	3 hours	Inquiry	
Kara Hooyman					

## Exhibit 5

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Varela Wedding 08.26.2022	Fri, Aug 26, 2022	Bridal Trial	3 days	Proposal Sent	
Leclair Wedding 08.27.2022	Sat, Aug 27, 2022	Wedding	15 days	 Retainer Paid	
Bubolz Wedding 09.03.2022	Sat, Sep 03, 2022	Wedding	3 days	 Retainer Paid	
Stanislawski Wedding 09.17.2022	Sat, Sep 17, 2022	Bridal Trial	3 hours	Inquiry	
Kara Hooyman 09.24.2022	Sat, Sep 24, 2022	Wedding	a month	 Retainer Paid	
Radke Wedding 09.30.2022	Fri, Sep 30, 2022	Wedding	10 days	 Retainer Paid	 Contract signed
Doyle Wedding 10.01.2022	Sat, Oct 01, 2022	Wedding	a month	 Retainer Paid	 Contract signed
Stetzer Wedding 10.08.2022	Sat, Oct 08, 2022	Wedding	a month	 Retainer Paid	 Contract signed
Heinssielen Wedding 10.15.2022	Sat, Oct 15, 2022	Wedding	a month	 Retainer Paid	
Ballestad Wedding 10.29.2022	Sat, Oct 29, 2022	Wedding	15 days	 Retainer Paid	
Leon Wedding 12.02.2022	Fri, Dec 02, 2022	Wedding	3 days	Proposal Sent	
Hietpas Wedding 06.17.2023	Sat, Jun 17, 2023	Wedding	a month	 Retainer Paid	 Contract signed

**Exhibit 6**

# **La Belle Bridal LLC**

## *Business Plan*

**Mariah Tietz, Owner**

**Created on January 26, 2021**



# **Executive Summary**

## **Product**

La Belle Bridal LLC provides an array of services including lash sets and fills, permanent make-up, wedding hair and make-up, retail and space rentals for aestheticians and cosmetologists.

## **Customers**

The target audience for La Belle Bridal is woman between the ages of 25-45 as that is the majority demographic in the area. Specifically, we specialize in helping people feel comfortable in their skin no matter what that looks like.

## **Future of the Company**

Beauty is a fast-paced, evolving industry. In response to this climate, La Belle Bridal LLC will offer other services, including continuing education for everyone in the industry such as Lash education and permanent make-up education as an additional income to the business.

# **Company Description**

## **Mission Statement**

To provide a one stop beauty shop for anything you could ever need, with quality and passion at the forefront.

## **Principal Members**

Mariah Tietz — Owner, Aesthetician

Marissa Blosser— Business manager/ Cosmetologist

## **Legal Structure**

La Belle Bridal is a Limited Liability Company, incorporated in Kaukauna, Wisconsin.

# Market Research

## Industry

La Belle Bridal LLC will join the Beauty and Wedding industry. We will work with people of all ages and backgrounds of all. Industry research suggest that the ever-evolving industry will exceed 716 billion by 2025 with it currently being at 511 billion currently, averaging a 4.75% growth rate.

## Detailed Description of Customers

The target customers for La Belle Bridal are woman, ages of 25-45. The area demographic is primarily ages 25-59 years of age, with the median household income at about \$62,877 a year. To capitalize on opportunities that are geographically close as we start and grow our business, La Belle Bridal LLC will specifically target the working-class households within the community.

## Company Advantages

Because La Belle Bridal provides services and products, our advantages are only as strong as our quality. Aside from ensuring our team is passionate and well-educated to provide expert beauty services we will take the following steps to support our services:

- Top of the line education with some the industries best leading brands and retail products.
- All our staff members are licensed and have experience in the industry prior to us.
- Hard to beat referral and rewards programs to keep customers coming back again and again.
- Fun and upbeat atmosphere for client and employee interaction.

## Service Line



#### Services Include:

- Eyelash Extensions (Full Sets / Fills)
- Permanent Make-Up
  - Brows (microblading, ombre, nano blading)
  - Lip Blushing
  - Foxy Liner
- Stretch Mark Camouflage
- Lash Lift & Tint
- Waxing
- Teeth Whitening
- Micro needling
- Fibroblast
- Lash Education
- Permanent Make-Up Education
- Full Hair & Make-Up Services

## Pricing Structure

La Belle Bridal LLC will offer its services at a set rate using the following labor categories and rates:

- Eyelash Extensions (Full Sets - \$140-\$170 / Fills - \$50 - \$65)
- Permanent Make-Up
  - Brows (microblading \$400, ombre - \$450, nano blading - \$500)
  - Lip Blushing - \$500
  - Foxy Liner - \$375
- Stretch Mark Camouflaging - \$500 - \$2000
- Lash Lift & Tint - \$65
- Waxing - \$12-\$70
- Teeth Whitening
- Micro needling - \$150
- Fibroblast - \$500- \$2500
- Lash Education & Permanent Make-Up Education - \$1200 - \$3500
- Full Hair & Make-Up Services – Varies

## Product Lifecycle

All services are ready to be offered to clients, pending approval of contracts.

## **Intellectual Property Rights**

La Belle Bridal LLC is not a trademarked name in the state of Wisconsin, and we have not filed for protection of our proprietary processes and other intellectual property, such as our logo. We have registered our domain name and parked relevant social media accounts for future use and to prevent the likelihood of someone impersonating us.

## **Marketing & Sales**

### **Growth Strategy**

To grow the company, La Belle Bridal LLC will do the following:

- Network at tradeshow, bridal events, at privately held events.
- Establish a company website that contains engaging multimedia content about our services
- As the business grows, advertise in publications that reach our target industries and bring in brand ambassadors to help market our business.

### **Communicate with the Customer**

La Belle Bridal will communicate with its customers by:

- Meeting with potential clientele within targeted markets
- Using social media such as Twitter, YouTube, Facebook, and LinkedIn
- Providing contact information on the company website

### **How to Sell**

Currently, every person in charge of sales for La Belle Bridal. As profits increase, La Belle Bridal LLC will look to add brand ambassadors to assist with sales and marketing and a receptionist to assist in account/client Management. This individual will also provide company social media and online marketing support. The company will increase awareness to our targeted customers through online advertising, proactive public relations campaigns, and attending tradeshow.



## INVOICE/QUOTE

# 140E

Date: Jan 26, 2022

Payment Terms: 50% 25% 25%

**VanDenBerg Custom Services**

Taylor VanDenBerg  
 (920) 809-0685  
 422 Frances St.  
 Kaukauna, WI 54130

**Balance Due: \$20,370.00**

Bill To:

**La Bella Bridal LLC**  
 Mariah Tietz

Purposed jobsite/

Ship to:

**140 E Second St.**  
 Kaukauna, Wi

Item	Quantity	Rate	Amount
<b>Demo</b>	20	\$105.00	\$2,100.00
<b>Dumpster fee</b>	1	\$550.00	\$550.00
<b>Plumbing install ( 2 hair sinks, 1 wash basin/ utility sink)</b>	3	\$1,500.00	\$4,500.00
<b>Flooring 1000sf @ 5.50 per sf (labor and materials)</b>	1000	\$5.50	\$5,500.00
<b>Exterior update ( paint, windows and signage)</b>	1	\$6,750.00	\$6,750.00
Paint- \$2500.00			
Windows- \$1500.00 (labor and materials)			
Signage- Custom signage (wood with metal frame work) labor and materials			
\$2750.00			

Subtotal: \$19,400.00

Tax (5%): \$970.00

Total: \$20,370.00

Notes:

All work preformed on property is covered under VanDenBerg Custom Services Insurance policy.



Terms:

50% payment upon contract signing

25% Payment upon ground breaking work

25% Payment upon completion