

[Genisys Grant Form](#)

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## **Application Deadline:**

**Monday, September 1, 2025 at 11:59 p.m.**

**Note: All fields are required**

### **Business Information**

Downtown Business Location

**Lake Orion**

Business Name Business Address

**Boutique Chic 120 S. Broadway St.**

Contact Name Contact Email

**Annalise Costantino [annalise@shopboutiquechic.com](mailto:annalise@shopboutiquechic.com)**

Contact Phone Website

**248-877-1770 [shopboutiquechic.com](http://shopboutiquechic.com)**

Business Stage Number of Employees

**Existing = 1-5 years 2**

Business Entity Type Business Industry

**LLC Retail**

### **MSOC Design Assistance**

Have you utilized MSOC Design Assistance for this project?

**No**

Do you need MSOC Design Assistance?

**No**

I acknowledge if I am awarded a grant and MSOC Design Services are utilized and the MSOC design recommendations are not followed, I may jeopardize my reimbursement grant award. Also, if changes to the design are required, I will obtain prior approval from MSOC.

**- I acknowledge if I am awarded a grant and MSOC Design Services are utilized and the MSOC design recommendations are not followed, I may jeopardize my**

**reimbursement grant award. Also, if changes to the design are required, I will obtain prior approval from MSOC.**

### **Project Funding and Schedule**

Total Project Cost Grant Request Amount  
**\$5,000 2,500**

Project Start Date Project Completion Date  
**September 30th December 30th**

I acknowledge if I am awarded a grant and MSOC Design Services are utilized and the MSOC design recommendations are not followed, I may jeopardize my reimbursement grant award. Also, if changes to the design are required, I will obtain prior approval from MSOC.

**- I acknowledge that grant awards are provided as a reimbursement, and I must submit receipts of completed work before grant monies are dispersed. I also acknowledge that projects must not deviate from the use being proposed in this application.**

I acknowledge if I am awarded a grant and MSOC Design Services are utilized and the MSOC design recommendations are not followed, I may jeopardize my reimbursement grant award. Also, if changes to the design are required, I will obtain prior approval from MSOC.

**- If awarded, for 30 days after receiving the reimbursement grant, I agree to acknowledge Genisys Credit Union at promotional events related to the funded project and to prominently display a 11-inch x 17-inch graphic supplied by Main Street Oakland County that promotes Genisys Credit Union and Main Street Oakland County.**

### **Project Description**

Describe in detail the proposed use of grant funds. Applicants must describe the intended use of funds and how it will contribute to the success of the business. Vague descriptions regarding the use of funds will not be accepted.

**At present, Boutique Chic relies on handwritten receipts and manual systems for processing sales, managing inventory, and tracking customer behavior. These outdated methods create inefficiencies, making it difficult to analyze performance, automate processes, or scale effectively. Our current e-commerce platform — hosted on Shop OC Mainstreets through Member Marketplace Inc. and funded by Main Street Oakland County and the Lake Orion Downtown Development Authority (DDA) — also lacks integration with any Point-of-Sale (POS) system. When an item sells in-store, staff must manually update the online inventory to avoid overselling. This process is time-consuming, prone to error, and prevents accurate real-time reporting. The result is an inconsistent customer experience and limited growth in online sales. Proposed Solution We seek funding to implement: A modern, cloud-based Point-of-Sale (POS) system An integrated e-commerce website that syncs with the POS A QuickBooks Online subscription for real-time financial management Expected Impact Increased Sales: Integration will provide real-time reporting across all channels, helping us identify bestsellers, buying patterns, and seasonal trends for more strategic restocking and promotions. Streamlined**

**Inventory: Automated updates will eliminate manual adjustments, ensure accurate stock counts, prevent overselling, and save staff time daily. Customer Retention: Purchase histories and preferences will allow us to create loyalty programs, send targeted promotions, and deliver personalized service, driving repeat business. Financial Oversight: QuickBooks integration will simplify bookkeeping, reduce errors, streamline tax reporting, and provide timely insights for growth planning. By modernizing these systems, Boutique Chic can expand its impact while continuing to amplify women-owned brands that give back – connecting our community to products with purpose.**

Using the "Upload" button at the bottom of this form, please attach all documents that verify the use of funds, such as contractor estimates, drawings, marketing plans, website design plans, etc.

Committed Funding and/or Match Dollars.

**This investment will significantly increase our operational efficiency, minimize human error, support multi-channel sales, and give us the tools needed to deepen customer engagement and scale with confidence. By funding this project, the grant would partner directly with our business growth – matching our \$2,500 investment to fully modernize our systems and train our team with the new technology. This shared commitment ensures accountability, leverages resources effectively, and builds long-term sustainability. Ultimately, these upgrades will not only streamline operations but also strengthen Boutique Chic’s role as a mission-driven boutique within a historic, accredited Main Street community. With your support, we can continue our dual mission: making fashion fun, accessible, and modern while uplifting women-owned brands and artisans who are working every day to make the world a better place.**

#### Acknowledgement

I / We certify that all information set forth in this application is a true representation of the facts pertaining to the subject project/property/program for the purpose of obtaining funding under the Genisys Credit Union Spirit of Main Street Micro Business Start Up Grant Program. I understand and acknowledge that any willful misrepresentation of the information contained in this application could result in disqualification from the program, requiring any funds already disbursed to be repaid in full. If a determination is made by overseeing staff that program funds have not been used for eligible program activities, the Applicant agrees that the proceeds shall be returned, in full, and acknowledges that, with respect to such proceeds so returned, he/she shall have no further interest, right, or claim. It is understood that all funding commitments are contingent upon the availability of program funds.

The applicant further certifies that he/she has read, understands, and has signed the GENISYS CREDIT UNION SPIRIT OF MAIN STREET MICRO BUSINESS STARTUP GRANT PROGRAM AGREEMENT.

Signature (Your typed name is acknowledgement of the above terms)

**Annalise Costantino**

Title

Date

**Owner/Operator 09/01/2025**

**Upload**

Please attach all documents that verify the use of funds.

**Quickbooks and Clover POS quote.docx**

Please attach all documents that verify the use of funds.

**Boutique Chic - Lake Orion (1).pdf**

File List (Protected)

Quickbooks and Clover POS quote.docx (357Kb.):

<https://forms.oakgov.com/uploads/get/57a482c2c909f5864cd68fad4c054285-QuickbooksandCloverPOSquote.docx>

Boutique Chic - Lake Orion (1).pdf (69Kb.):

<https://forms.oakgov.com/uploads/get/7285964a35f2949d82856ec9fa3eba16-BoutiqueChic-LakeOrion1.pdf>