

Redevelopment Authority of the City of Watertown

Beltz Foundation Downtown Watertown Business Grant Application

Applicant Information

Application Date: 3/20/24

Business Name: Sassy Sweets, LLC

Type of Business/Industry: Bakery

Contact Name: Amber Yelk

Role at Business: Owner / Baker

Contact Phone: 9202109782 Contact Email: sassysweetsbyamber@gmail.com

Business Mailing Address: 902 W Waver St
Watertown, WI 53098

Total Amount Requested: \$5,000 Total Project Cost: \$40,000

Brief Description of what funds will be used for (please see Program Guidelines for eligible expenses):

The funds will be used to purchase bakery equipment to furnish the bakery I would like to open up in downtown Watertown. Also to help with electrical upgrades needed to run the ovens

Anticipated Timeline (estimated start and end dates): May - June 2024

Business Information

How long has your business been established? opened May 2015

Please describe your business, including products and services offered and a brief history of operations.

I am a local bakery. I opened up in 2015 and started renting the kitchen space downtown called Watertown Farm market kitchen. I still rent that space to make all my product which is then sold at the Lake Mills Farmers market, Oronomooce Farmers market and about 25 weddings every year. Products range from scones, Buns, Cheesecakes, Cookies, Cupcakes, Cakes, Truffles, Candy, Dessert boxes, anniversary cakes and much more.

Additional Materials

The following materials must be included with your application:

- ✓ A copy of your lease agreement or proof of purchase of property
- ✓ Project Expenses Worksheet
- ✓ Two (2) years of Income Statement projections
- ✓ Last three (3) years of business income statements and most recent balance sheet
- ✓ Renderings, mock-ups, or architectural plans for new location
- ✓ Business plan (if opening/expanding business)

Applicant Agreement & Signature

I have read the program requirements and reviewed them with the Executive Director of the Watertown Redevelopment Authority, and I understand that my participation in the Beltz Foundation Downtown Watertown Business Grant Program is contingent upon my full compliance with all requirements. I understand that all grant funds must be used to cover eligible expenses as outlined in the program documents and will be reimbursed after submission of receipts. My application includes all the materials listed above.

Applicant Signature  Date 3/20/24

Landlord Signature (if lease)  Date 3/20/2024



Sassy Sweets

Baking Sweet Memories Since 2015

Business Plan for Sassy Sweets Bakery:

- 1) Create a bakery to bake out of for Sassy Sweets. Continue to sell at the Farmer's Market in Lake Mill's and Oconomowoc. Bring in more weddings and other custom orders throughout the week to keep sales consistent.
- 2) Bake out of this kitchen space until Main Street is open without having a retail operation.
- 3) Once Main Street is officially open, I plan to open the bakery to the public for retail sales. Bake more items to fill the bakery cases and hire a pastry chef to help with the added sales. Continue to advertise for wedding sales and sell at the current Farmers Markets to increase revenue and spread the word that I opened up a retail store.



Sassy Sweets

Baking Sweet Memories Since 2015

Project Expense Report for Sassy Sweets Bakery:

- 1) Upgrade electrical in the building to accommodate the ovens.

\$15,000

- 2) Purchase of all appliances, work tables, mixers, carts, sinks, and bakery cases for retail.

\$20,000

- 3) Add plumbing for sinks and new Janitors closet with mop drain
(Per health department)

\$8,000



Sassy Sweets LLC

Hand-Dipped Truffles And Other Treats!

2023 Tax Year

	Bus. MTG Lunch	Office Supplies	Internet & Phone	Food/ Product	Website/ Online Advertising	Product Packaging Material	Kitchen Rent	Vendor Fees	Mileage	Product Loss	Kitchen Utensils	Cake Tastings	Income
January	\$42.69	\$31.60	\$52.32	\$990.46	\$262.08	\$29.00	\$370.00	\$0.00		\$56.29	\$0.00	\$33.48	\$2,215.55
February	\$0.00	\$10.54	\$52.32	\$1,099.52	\$262.08	\$105.50	\$414.00	\$170.00		\$64.00	\$0.00	\$42.97	\$3,217.39
March	\$0.00	\$19.90	\$52.32	\$1,033.44	\$326.07	\$0.00	\$329.00	\$495.00		\$44.69	\$90.71	\$46.30	\$1,886.25
April	\$19.08	\$10.54	\$52.32	\$1,441.11	\$272.04	\$0.00	\$302.00	\$0.00		\$41.20	\$26.32	\$0.00	\$2,623.00
May	\$32.16	\$10.54	\$52.32	\$1,260.76	\$262.08	\$67.00	\$387.00	\$0.00		\$66.48	\$110.60	\$0.00	\$1,616.05
June	\$0.00	\$10.54	\$52.32	\$1,375.52	\$262.08	\$0.00	\$506.00	\$0.00		\$41.10	\$109.87	\$0.00	\$3,235.15
July	\$0.00	\$10.54	\$52.32	\$1,885.60	\$287.08	\$45.00	\$531.00	\$0.00		\$42.68	\$80.83	\$0.00	\$3,976.01
August	\$96.32	\$10.54	\$299.45	\$1,655.57	\$262.08	\$0.00	\$395.50	\$500.00		\$110.59	\$92.32	\$0.00	\$1,977.60
September	\$0.00	\$10.54	\$289.23	\$2,700.67	\$262.08	\$0.00	\$532.00	\$80.00		\$111.44	\$126.80	\$0.00	\$2,936.90
October	\$111.60	\$10.54	\$52.32	\$1,978.42	\$317.08	\$22.50	\$659.00	\$65.00		\$64.68	\$0.00	\$0.00	\$4,673.80
November	\$109.50	\$67.44	\$52.32	\$1,819.75	\$367.08	\$269.00	\$615.50	\$150.00		\$108.88	\$0.00	\$0.00	\$5,429.90
December	\$155.60	\$10.54	\$52.32	\$1,095.04	\$362.08	\$0.00	\$480.50	\$300.00		\$62.41	\$0.00	\$0.00	\$5,013.75
									15,982.00 x .655/mile		Electronic payments: Credit Card Income:		\$10,621.00 \$7,990.50
TOTAL:	\$566.95	\$213.80	\$1,111.88	\$18,335.86	\$3,503.91	\$538.00	\$5,521.50	\$1,760.00	\$10,468.21	\$814.44	\$637.45	\$122.75	\$57,412.85

One Time Fees:	WI Dept Ag & Consortium	Checking Account Fees	Annual Report Notice	Credit Card Processing Fees	Kitchen Insurance	Retail Space Rental Fee
	\$600.00	\$256.75	\$26.00	\$270.95	\$769.08	\$0

TOTAL EXPENSES:

\$45,517.53

TOTAL INCOME:

\$57,412.85

R \$7,000

N \$1,800

\$11,895.32



Sassy Sweets LLC

Hand-Dipped Truffles And Other Treats!

2022 Tax Year

	Bus. MTG Lunch	Office Supplies	Internet/ Website/ Phone	Food/ Product	Shipping/ Advertising	Product Packaging	Kitchen Rent	Vendor Fees	Mileage	Product Loss	Kitchen Supplies	Cake Tastings	Income
January	\$35.67	\$31.60	\$50.00	\$892.31	\$262.08	\$0.00	\$351.25	\$0.00		\$99.84	\$0.00	\$13.19	\$3,240.87
February	\$0.00	\$10.54	\$50.00	\$990.55	\$262.08	\$0.00	\$355.00	\$170.00		\$102.30	\$0.00	\$23.89	\$3,589.46
March	\$0.00	\$19.90	\$50.00	\$1,201.30	\$262.08	\$0.00	\$377.50	\$495.00		\$50.55	\$90.71	\$0.00	\$4,499.51
April	\$16.33	\$10.54	\$50.00	\$1,298.30	\$262.08	\$0.00	\$2,178.50	\$0.00		\$40.38	\$26.32	\$15.99	\$2,594.97
May	\$28.55	\$10.54	\$50.00	\$1,135.82	\$262.08	\$210.22	\$1,225.00	\$0.00		\$68.92	\$110.60	\$0.00	\$5,435.73
June	\$49.22	\$10.54	\$50.00	\$1,239.21	\$262.08	\$0.00	\$591.00	\$0.00		\$48.58	\$109.87	\$0.00	\$4,489.41
July	\$0.00	\$10.54	\$165.00	\$1,698.74	\$262.08	\$127.14	\$455.00	\$0.00		\$69.36	\$80.83	\$0.00	\$3,477.74
August	\$91.00	\$10.54	\$279.93	\$1,491.50	\$262.08	\$0.00	\$506.00	\$500.00		\$101.22	\$92.32	\$0.00	\$3,292.59
September	\$60.00	\$10.54	\$304.64	\$2,423.04	\$262.08	\$252.40	\$710.00	\$80.00		\$44.99	\$126.80	\$0.00	\$3,494.70
October	\$112.88	\$10.54	\$30.00	\$1,782.36	\$262.08	\$153.00	\$684.50	\$65.00		\$59.44	\$0.00	\$0.00	\$3,897.68
November	\$122.58	\$67.44	\$50.00	\$1,639.40	\$262.08	\$0.00	\$744.00	\$150.00		\$32.98	\$0.00	\$0.00	\$5,281.37
December	\$152.72	\$10.54	\$50.00	\$782.17	\$262.08	\$150.40	\$370.00	\$200.00		\$89.34	\$0.00	\$0.00	\$2,185.00
									13,289				\$12,463.90
									x.585/mile				\$6,563.81
TOTAL:	\$668.95	\$213.80	\$1,179.57	\$16,574.70	\$3,144.96	\$893.16	\$8,547.75	\$1,660.00	\$7,774.07	\$807.90	\$637.45	\$53.07	\$64,506.74

One Time Fees:	WI Dept Ag	Checking Account Fees	WI Dept Revenue	Credit Card Processing Fees	Kitchen Insurance	Retail Space Rental Fee
	\$276.00	\$92.25	\$26.00	\$227.26	\$740.00	\$1,764

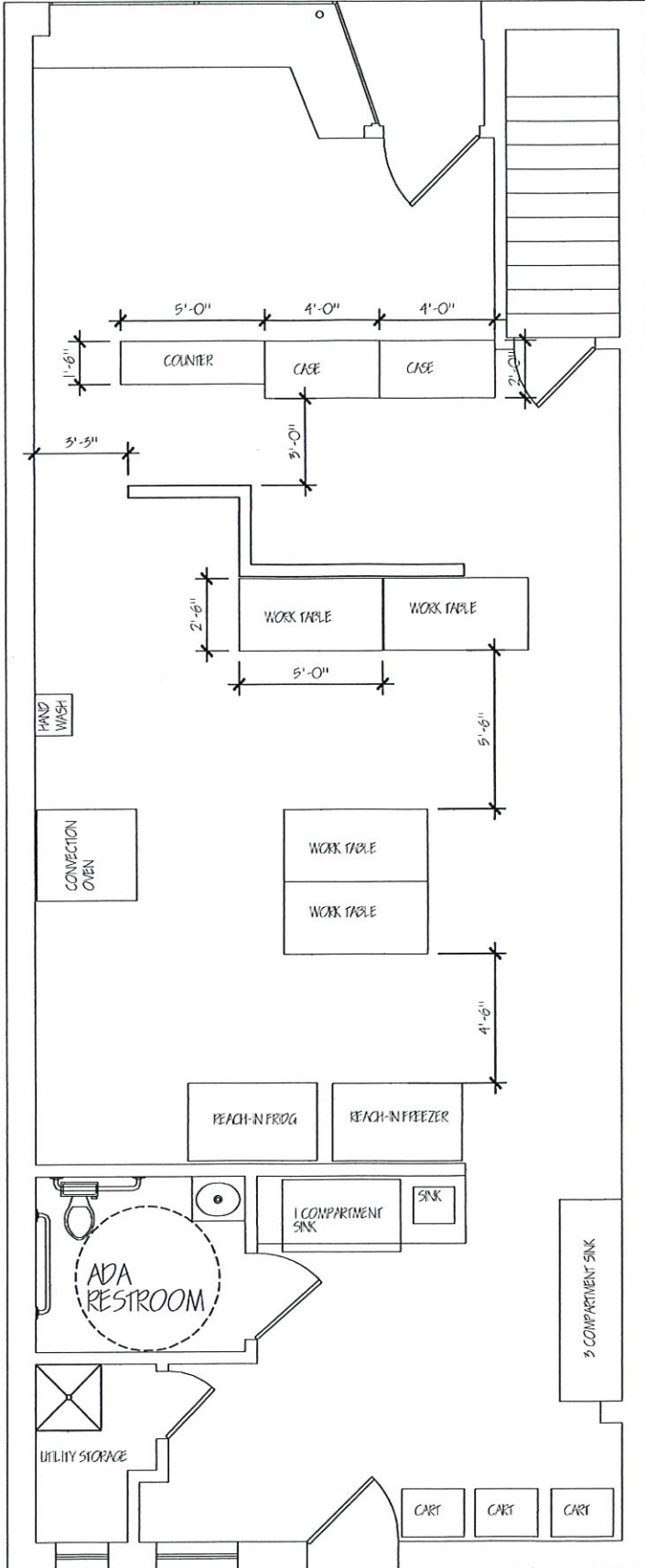
TOTAL EXPENSES:

\$45,280.89

TOTAL INCOME:

\$64,506.74

\$19,225.85





715 Morgan St., P.O. Box 247 Clyman, WI 53016
Phone (920) 696-3580 Fax (920) 696-3592

1897 Broadway Rd., Wisconsin Dells, WI 53965
Phone (608) 253-3371

3/15/24

SASSY SWEETS - NEW LOCATION BUILD OUT

Quoted to: Sassy Sweets, Attention Amber Yelk

Quoted by: Nate Groth

Quote valid for: 30 days

SCOPE OF WORK:

- Furnish and replace house panel circuit breaker from 100A to **125A**
- Furnish and replace 2nd floor tenant panel circuit breaker from 100A to **90A**
- Furnish and replace 3rd floor tenant panel circuit breaker from 100A to **80A**
- Maintain existing **100A** circuit breaker for ground level/basement tenant
- Furnish and replace existing 100A feeder conductors to 125A feeder conductors for house panel (Oven panel)
- Furnish and install (2) 80A single phase 240v circuits to 22kw Convection Oven from outside house panel
- Furnish and install necessary recessed junction boxes, stainless steel covers, and cord whips to each oven to facilitate dairy board installation
- Furnish and install (3) general use 120v 20 amp circuits for (2) refrigerators, (1) freezer, (1) refrigerated case, (1) tabletop mixer, and (1) stand mixer, from basement/ground level panel
- Furnish and install necessary recessed junction boxes and stainless steel covers for the above equipment, to facilitate dairy board installation
- Furnish and install (1) 120v “woodhead” drop, where needed, for island work surface

TOTAL: \$15,650.00



General Notes:

- This estimate includes the aforementioned items **ONLY**. If additional cost is expected once work is started, due to unforeseen circumstances, a signed change order will be required from both parties before work is resumed
- If there is no record of testing or exercising of any breakers or switches required to be shut off, they may not turn back on; additional cost and downtime to be reevaluated at that time if this occurs
- Overtime is **NOT** included in this estimate
- 3-4 hour shutdown of main service will be required to do this work, between 6am-4pm
- House panel will be at **FULL** capacity
- This estimate assumes that the loads on the 2nd and 3rd floor panels will be sufficient with a reduced 90A and 80A feeder respectively
- Electrical permit included
- This estimate assumes WE Energies will have no issues with the increased load on the existing service
- This estimate is based on information provided by Amber from 2/20/24 site meeting
- **ALL** work to be done on a time and material basis, not to exceed estimate prices

