

May 6th, 2017

Community Development Authority
City of Whitewater
Emily Mcfarland, Interim Economic Development Director
312 W Whitewater St
PO Box 178
Whitewater, WI 53190

Dear Community Development Authority and Emily,

My name is Lucca Myszkewicz and I am seeking funding to assist in the opening of Lemon and Sage Beauty Lounge, a small town day spa located right here in downtown Whitewater. I have lived in the community for almost 15 years, attending primary education here and now settled down with a family of my own. I am currently finishing my certification program to be a licensed esthetician in the state of Wisconsin and would love to expand the service options available in our city. Our goal is to house a collective of specialists with the mission to provide luxury self care services- blending advanced treatments, sustainable practices, and locally sourced products.

Lemon and Sage has constructed a four phase renovation plan for the current leased property at 113 W North St, Whitewater WI, 53190. This property is in the downtown district and had previously been used as a residential property. With our renovations, we will convert the existing building to an ADA accessible space with unique curb appeal and functional space for four to eight service providers.

We are seeking \$19,000 for phases one and two of our renovation. These funds will go towards repairing the exterior siding, adding a chimney cap to prevent leakage, adding interior doors to separate work spaces, and creating a new front entrance that is level and equipped with an ADA accessible ramp. A portion of these funds will also go towards relocating the existing bathroom to create an ADA accessible bathroom in a more central location for the business. A private service room will be created for select services, as well as flooring put down to create an additional service room in a partially finished space. These essential renovations will allow the space to be operational and accessible to a larger portion of our community.

We are also asking for access to an additional \$62,000 to improve the structure. The largest part of this funding will go towards creating a commercial parking lot on site to provide both staff and client parking to limit city street parking on W North St. This space would expand the current driveway to add a row of diagonal or perpendicular parking necessary to improve traffic and reduce street parking use, especially in the winter months. New energy efficient windows would be installed on the main business floor as well as proper insulation and heating to the additional finished room. A storage and laundry space would be moved from the basement to the main floor to improve workflow and liability.

With the total amount of financial assistance of \$81,000, Lemon and Sage Beauty Lounge will be able to open a fully functional day spa that can accommodate staffing space and necessary community accessible features. Upon opening, we will have four licensed service providers with various areas of expertise and a small client base to accompany them. We plan to incorporate a large portion of our marketing and outreach funds to be active and present at community events and fundraisers. It is our goal to partner with as many local businesses to source our retail and operating products as close to the community as possible. In addition to providing a source of revenue and partnership with several local businesses, we will also have space to accommodate up to eight additional service providers with full time schedules. This will allow the business to be open for appointments on weekends and for evening appointments consistently. In our three year financial projection, we have built in a portion of funds to allocate towards any loan repayments we may have as well as ensured that we are providing a desirable space to work as a provider and a financially accessible service menu.

With the resources that the Community Development Authority is able to offer, we will be able to more easily provide a suitable location for Lemon and Sage Beauty Lounge to be housed. The Lemon and Sage team firmly believes that our space will have a positive and long lasting impact on the community of Whitewater. We would be happy to provide any additional information about the business as well as share more about our vision in person. Your assistance will help in the process of fostering practical growth and creating an environment that connects and enriches the existing downtown community with a fresh unique business committed to serving Whitewater and the surrounding community.

Thank you for your time, attention, and consideration in supporting our new business venture. We look forward to joining the team of notable downtown businesses and becoming a part of "The Triangle" family in the coming months.

Sincerely,
Lucca Myszkewicz
Owner and Lead Esthetician
Lemon and Sage Beauty Lounge