

Application Summary of: Test Account: CCCP | LaBar, James

Program Name: Futbol 365

Applicant Information	
Business Name	
*Legal business name: (If this application is a collaborative effort between multiple businesses, please use the lead business's information and list collaborators.)	Futbol 365
Business collaborators (if applicable):	N/A
Primary Point Of Contact	
*Salutation:	Mr.
*Contact first name:	Giovanni
*Contact last name:	Reyna
*Contact email address:	Gioreyna@email.com
*Contact telephone number:	123-456-7890
*Role of person completing the application:	Owner
Please list additional business owners(if applicable):	Sun Wen
Business Information	
*Business EIN or TIN Number (If Sole Proprietor, then SSN):	98-7654321
*Business address:	123 N. Tryon
Business address line 2:	
*City:	Charlotte
*State:	North Carolina
*County:	Mecklenburg
*Zip:	28206
Business mailing address (if different than above):	same
Supporting Information	

Applicant Information	
*Current business physical location:	Other
*If you chose "Other" the business's current location is outside the boundary of the above neighborhoods. Please select the option that best meets your circumstances:	Currently inside of 2-mile radius but not in one of the above neighborhoods
*Please list neighborhood:	Lockwood
*Business phone:	123-456-7890
Business web address:	www.futbol365.com
Business social media handles: (Facebook, Twitter, Instagram, LinkedIn)	#soccer everyday #sampleapplication
*How did you learn about the Center City Small Business Innovation Fund?	Charlotte Center City Partners

Business Overview	
Business Status Documentation	
<p>Please attach and submit <u>one</u> of the documents to verify business status. As you are gathering documents, note that:</p> <ul style="list-style-type: none"> • The bank, utility, and mortgage statements, if attached, must be dated within the last 3 months. • The Sales and Use Tax Report for Mecklenburg County, if attached, must be from 2020. <p>Document Menu:</p> <ul style="list-style-type: none"> • IRS letter with business name and EIN • Bank statement with business name • Utility bill with business name • Mortgage statement with business name • Sales and Use Tax Report for Mecklenburg County with business name • Certificate of insurance with business name 	
*Upload business status document (see list above):	Sample Bank Statement.pdf
*Legal form of the business:	Corporation
*Number of years in business:	1 – 3 Years
Business Description	

Business Overview

***Please tell us about your business. (i.e. What does your business do or offer? Why did you start this type of business? Customers? Size?) (300 word limit)**

Futbol 365 is a business I started three years ago after working in the corporate environment for 10 years. I've been an avid soccer player, coach, and referee my entire life so when I got the chance to start a soccer centered business I took the risk. I started the business with a facility lease (2 years) and now I own the entire facility. Futbol 365 is an indoor soccer complex that has three pitches, first-class locker rooms, and a full service bar with light food. We operate almost everyday of the year with several soccer leagues and academies that range in age from youth to adult. Within a year of opening the facility, I filled every available time slot with games or training times from 4pm-11pm M-F and 7:30am-11pm Saturday and Sunday. The business has been so successful that I purchased the 150,000 sq. ft building in December 2019.

***Please tell us how your business creates a unique experience for the neighborhood. (i.e. What does your business do especially well? How does your business engage with the community? Why is it important or unique to Center City?) (300 word limit)**

I believe Futbol 365 creates a unique experience because its the only indoor soccer complex in Center City. It is a first-class recreational facility that is convenient (less than 10 min drive; 7 min walk from light rail station) to more than 130,000 workers in Center City and dozens of neighborhoods in Charlotte. Due to Center City's diverse population and soccer's allure around the world, the customer mix on any given day watching, playing, coaching, and enjoying soccer is truly unique. In addition to soccer being the world's most popular sport and growing in popularity in the US, we ensure the local youth soccer teams from our neighboring communities have access to the pitches as opposed to just the large, well-funded soccer academies. In addition to working with our adjacent communities for neighborhood teams, we've also hosted a few world-class professional teams for training sessions when they have played in Uptown, including the USWNT and Dortmund. Our facility also has a full-service bar that caters towards soccer fans watching their favorite teams and leagues in England, Germany, Mexico, France, and Italy.

If opening a location and/or expanding your business, services or products into Uptown, South End, Midtown, or West End, please describe your plans in detail (300 word limit).

N/A; Already in Center City

Business Demographics

***Number of locations as of March 1, 2020:**

1

***Number of full and/or part-time employees as of March 1, 2020:**

6 to 25

***Check all that apply to majority of your business enterprise and ownership:**

Women owned
Minority owned

***Select the appropriate percentage of women ownership:**

70-99%

***Please select the appropriate racial/ethnic group(s):**

Asian

***Select the appropriate percentage of minority ownership:**

70-99%

COVID19 Impact

***Is your business open in some capacity?**

Yes

COVID19 Impact

***As you navigate re-opening, adapting, and innovating due to COVID-19, what challenges are you facing to advance your business? (select all that apply)**

Re-opening business
Employee layoffs
Revenue decline
Increased operating costs
Reduced customer capacity in your business
Decreased customers
Lack of capital to address infrastructure changes
Other

***Please explain why you chose other**

The quickly changing rules, timelines, and understanding for the virus

***Which one is the most challenging and why? (150 word limit)**

The most challenging aspect has been and continues to be the quickly changing nature of the virus and all the corresponding rules. Keeping up to speed on the new rules, available funds and loans, and best practices and then trying to implement them to keep employees and customers safe. Truly exhausting. The other challenging piece was laying off some employees due to the decreases in customers and revenues and now trying to figure out if we can keep regaining customers and revenue to reliably rehire. This is where I think our innovative project can really help provide us some more certainty.

Project Description

Project Details

For the most compelling responses to the questions below, please see this list of helpful questions to consider as you describe your project:

- What problem(s) are you trying to solve with your innovation?
- How does this innovation respond to COVID-19 or another crisis you have faced?
- What results do you expect?
- How does the innovation enable you to best re-open, adapt, and advance?
- How does the investment make your business stronger and/or more innovative?
- If you have already started testing this, how is it working?
Can the innovation fund investment help you scale, expand or move faster?

Any investments made on or after March 1, 2020 are eligible for grant funding. Grant funds may be reimbursable for expenses you have already incurred OR may be paid out in advance to help your business innovate and adapt.

Project Description	
<p>*Please provide a brief project summary. (i.e. What investments have you made or are planning to make to advance your business? Why?) (300 word limit)</p>	<p>I'm planning to replace two long solid walls of my facility with a series of glass garage doors that I can open up and get meaningful cross-ventilation for three soccer fields. With these twenty new garage doors, my facility will be and feel like more of an outdoor, shaded field instead of playing inside of former industrial warehouse with recycled air. The increased ventilation will be helpful with virus and health concerns as well as help players, coaches, and fans socially distance by staying further away from the sidelines and each other. Additionally, the increased ventilation will save on energy consumption. A few of the garage doors will also enable our full service bar area to extend outside into a newly refurbished patio area I finished last year. I'm planning on the garage doors to boost customer and employee confidence as well as offer an unique playing environment.</p>
<p>Optional: If attaching a visual of your project is helpful, please attach (using a pdf file).</p>	<p>Futbol 365.pdf</p>
<p>*Besides funding and expertise, what else is critical to make this project happen? (Select all that apply)</p>	<p>Equipment purchase Facility modification Re-brand/Launch</p>
<p>*Please share the timeline for implementation (i.e. list important milestones indicating the project is on course to desired results) (150 word limit):</p>	<p>If I were to receive the grant, the project timeline includes:</p> <ul style="list-style-type: none"> - September 30: Twenty garage doors purchased and contractor hired to modify walls and install doors. - October 30: Facility modification completed and garage door installation occurring. - November 30: Garage door installation complete and new marketing efforts about facility improvements have commenced. - Mid- December: Compare games scheduled and other metrics from the same time last year to see if the project is providing the impacts I was looking for. - Spring/Summer 2021: Calculate energy savings and factor into project ROI
<p>*Who will be the project manager(s)? What project management experience or expertise do they have to ensure success? (150 word limit)</p>	<p>I will manage the project with the help of a contractor (ABC Construction) I've used before on all of my facility improvements. Since starting the business, I've invested more than \$300,000 of facility improvements so these garage door innovations are similar from a project standpoint.</p>
<p>List project collaborators (if applicable):</p>	<p>-ABC Construction, which is headquartered in the region. -B2C Marketing, which is headquartered in Charlotte. They have helped me with my website and past marketing efforts.</p>
<p>*Do you have the needed expertise already on your team to complete this project?</p>	<p>Yes</p>
Project Outcomes	
<p>*Please explain how your innovative idea or investment could benefit others or be applicable to other businesses. (i.e. Replicable? Scalable? Working with local businesses or communities?) (300 word limit)</p>	<p>The idea of bringing the outside into my space and extending my space outside could be helpful to many other types of business. I also hope to share how customers perceive the investments for their health and safety and recreational enjoyment. I also think there could be substantial energy savings during the summer months since I will not be artificially cooling the building.</p>

Project Description

***Is there a previous investment you've made in your business that is similar to this innovation? (i.e. Have you done anything like this before?) If not, what evidence do you have the project will be successful? Please explain. (150 word limit)**

The most similar business investment is when I built out our patio space. Customers love the ability to sit outside in the shade and enjoy a drink and snack with their teammates after their games. Due to the outside patio, customers linger for longer after their game and I've seen an increase in sales at the bar. The idea of installing glass garage doors along the fields for that outdoor, shaded field environment has been used in other markets (i.e. Phoenix, AZ) and they've seen increased usage/revenues compared to other facilities that are only "indoor." They installed the garage doors for solely energy savings purposes a couple of years ago (see attached picture), but I think the adaptation is relevant to COVID-19 and energy conservation.

Financials and Project Budget

Business Financials

Please attach and submit one of the following documents. As you are preparing, note that:

- The profit and loss statement and balance sheet, if attached, must be from 2019 tax year.
- The Form 1040 (Schedule C), Form 1065, Form 1120, Form 1120S, or Form 990, if attached, must be from 2018 or 2019 tax years.

Document Menu:

- Form 1040, Schedule C for Sole Proprietor from most recent tax return
- Form 1065 for Partnerships/ LLCs from most recent tax return
- Form 1120 for C Corporations from most recent tax return
- Form 1120S for S Corporations from most recent tax return
- Form 990 for Nonprofits
- Profit & Loss Statement
- Balance Sheet

***Attach financial statement:** [Futbol 365 Sample Sample.pdf](#)

***Is your business presently involved in a bankruptcy proceeding?** No

***Have you accessed any relief programs? (Please note, accessing these programs does not disqualify your application.)** Yes

***Please select all that apply.** Local grant

***Please list all local grants** Grant from the City of Charlotte

Project Budget

Financials and Project Budget	
Total Project Budget:	\$130,000
*Grant request amount:	\$40,000
<p>Please download and read the Project Budget Instructions before completing the budget template.</p> <ul style="list-style-type: none"> • Once you have read the instructions, download the budget template. • Complete the template and save it as a PDF file on your computer. • Once saved, click the browse button and attach the PDF file to your application. • To learn more about converting a file to PDF, click on the Creating PDFs tab on the top of your dashboard page. 	
*Upload complete project budget	Futbol 365 Business Project Budget Template .pdf
*If you were to receive partial funding, how would this impact your ability to accomplish your goals? (150 word limit)	If I were to receive partial funding, I would probably reduce the numbers of garage doors, which would create less cross ventilation and spacing options. Depending on the scale of the reduction, I would need to revisit the project budget and possibly borrow more money in order install enough garage doors.

Acknowledgments and Signature	
<p>Certification and Authorization</p> <p>The Authorized Representative of the Applicant must certify to each of the statements below by checking "yes" next to each one and acknowledge the Terms of the Application by signing below:</p>	
*The applicant certifies that the applicant read the statements included in this Application and understands them.	Yes
*The applicant certifies that the applicant will use the grant monies provided by the fund for investments to adapt, innovate, and advance their business, including, but not limited to, capital expenditures, technical assistance, business coaching, marketing of investments, consulting services and other investments that cannot be made because of the economic impact of COVID-19.	Yes

Acknowledgments and Signature	
*The applicant certifies that the information included in this application is true and correct information, to the best of his or her current knowledge.	Yes
*The applicant acknowledges and agrees that the fund reserves the right to request supporting documentation regarding the use of the grant monies provided by the fund and the applicant agrees to provide such documentation.	Yes
*The applicant certifies that the applicant awarded funding will participate in interviews to document and share their lessons learned.	Yes
*The applicant certifies that the applicant has the authority and legal right to complete and submit this application	Yes
Signature of representative requesting grant:	James LaBar 6/25/2020 9:33 AM

Document Title	Question	Size (KB)	Date Uploaded
Futbol 365 Sample Sample.pdf	Financial statement 1	1694.55	6/25/2020 9:14 AM
Sample Bank Statement.pdf	Proof of business ownership upload	370.45	6/24/2020 11:42 PM
Futbol 365 Business Project Budget Template .pdf	SB Project Budget Upload	15.79	6/25/2020 9:32 AM
Futbol 365.pdf	SBPD attach visual	38.08	6/26/2020 10:21 AM