

# Application Summary of: Test: CCCP | Liddle Gude, Megan

## Program Name: Pizzeria Park Ave

Applicant Information	
<b>Business Name</b>	
<b>*Legal business name: (If this application is a collaborative effort between multiple businesses, please use the lead business's information and list collaborators.)</b>	Pizzeria Park Ave
<b>Business collaborators (if applicable):</b>	Camden Coffee Landlord
<b>Primary Point Of Contact</b>	
<b>*Salutation:</b>	Ms.
<b>*Contact first name:</b>	Mozza
<b>*Contact last name:</b>	Rella
<b>*Contact email address:</b>	mozzarella@pizzapizzapizza.com
<b>*Contact telephone number:</b>	704-123-1234
<b>*Role of person completing the application:</b>	Owner
<b>Please list additional business owners(if applicable):</b>	
<b>Business Information</b>	
<b>*Business EIN or TIN Number (If Sole Proprietor, then SSN):</b>	123-123-123
<b>*Business address:</b>	123 Park Avenue
<b>Business address line 2:</b>	
<b>*City:</b>	Charlotte
<b>*State:</b>	North Carolina
<b>*County:</b>	Mecklenburg
<b>*Zip:</b>	28203
<b>Business mailing address (if different than above):</b>	

## Applicant Information

### Supporting Information

*Current business physical location:	South End
*Business phone:	123-123-1234
Business web address:	www.parkavepizza.com
Business social media handles: (Facebook, Twitter, Instagram, LinkedIn)	@pizzapizzapizza
*How did you learn about the Center City Small Business Innovation Fund?	Charlotte Center City Partners

## Business Overview

### Business Status Documentation

Please attach and submit one of the documents to verify business status. As you are gathering documents, note that:

- 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.

#### Document Menu:

- 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): [Pizzeria Park Ave.pdf](#)

\*Legal form of the business: Limited liability company

\*Number of years in business: 1 – 3 Years

### Business Description

\*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)

Pizzeria Park Ave is a wood-fired gourmet pizza bistro. We have been in business and on Park Avenue for 2 years. We have a loyal customer following from across the city and are known for our authentic Neopolitan pizzas and salads with family-table style dining. We are a woman-owned and family-run small business.

## Business Overview

**\*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)**

Our dining room and experience is all about shared experience. We have only family-style, communal seating, and our pizzas are best enjoyed immediately from the oven. We work closely with local farmers and the community, hosting neighborhood and family gatherings regularly in our restaurant. We have a small internship hiring program for youth from our local high schools to learn customer service, culinary skills, and great work habits.

## 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

**\*Select the appropriate percentage of women ownership:** 100%

## COVID19 Impact

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

**\*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)**

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

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

Limits on the number of people we can have in our dining room, and overall lower interest in dining is devastating for our business. The setbacks we face for the month of lost revenue while we were closed earlier this year are tough, and we do not expect to be able to make up for that setback on our current trajectory with few dine-in customers.

## Project Description

### Project Details

## Project Description

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.

**\*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)**

To adapt, we have three big ideas, some of which are already underway:

1. Strengthen our new online ordering platform, launched in March, and undertake a new marketing campaign so everyone knows about it.
2. Launch a new at-home Pizzeria Park Ave line, where you can order the ingredients for all of your favorite pizzas for at-home baking. We also will debut a subscription program for discounts on a weekly pizza night, for take-out or an at-home baking kit.
3. Reconfigure our parking area, together with our neighbors Camden Coffee, to convert the parking into an open-air dining area with takeout window.

**Optional: If attaching a visual of your project is helpful, please attach (using a pdf file).**

**\*Besides funding and expertise, what else is critical to make this project happen? (Select all that apply)**

Permits  
Equipment purchase  
Facility modification  
Re-brand/Launch

## Project Description

**\*Please share the timeline for implementation (i.e. list important milestones indicating the project is on course to desired results) (150 word limit):**

April 2020: dining room closed, launched new online ordering platform  
May 2020: tested at-home pizza kit concept, market research  
June 2020: design patio dining and parking conversion, landlord permission, marketing plan  
July: apply for permits, construction bids, order new fridge and packaging for at-home kits, market test new concepts.  
August 2020: open new patio and takeout window. launch at-home kits and Pizza Night subscription program.  
September 2020 - December: grow subscription program, program live music on patio (as health regulations allow)  
October 2020 - March 2021: evaluate and evolve patio dining and subscription programs, adjusting to maximize profitability and customer satisfaction.

**\*Who will be the project manager(s)? What project management experience or expertise do they have to ensure success? (150 word limit)**

Owner Mozza Rella will lead these projects. I am a chef with 12 years of experience. I have built this business from the concept-up and have 5 years of experience in menu development, business start-up, project and team management. The new patio will be designed by firm ABC Architects and construction managed by 123 GC, a firm that has also worked on the build-out of Camden Coffee. The subscription program will be managed by Chef Rella with marketing support from Platypus, a local marketing agency specialized in business-to-consumer marketing for restaurant and retail.

**List project collaborators (if applicable):**

ABC Architects - patio design + furniture sourcing  
123 GC - parking lot conversion and takeout window construction  
Platypus - marketing campaign  
Compostables - packaging design and sourcing  
Camden Coffee - neighboring business, partnering on patio creation

**\*Do you have the needed expertise already on your team to complete this project?**

Yes

## Project Outcomes

**\*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)**

The idea especially of converting our parking area into a shared patio area is something that I think a lot of businesses in this area could use.  
Meal prep and make-at-home kits and membership programs could be applicable for other restaurants.

**\*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)**

Opening Pizzeria Park Ave two years ago and then rapidly adapting as we got to know our customer base here is experience I draw on every day during COVID-19--it seems almost every day brings a different challenge to our way of living and working. That kind of rapid adaptation is exactly the environment we are in now. We have also seen that restaurants that can easily pivot to take-out, curbside, and at-home product offerings are faring much better in response to COVID-19 than those, like us, which previously focused a lot of energy on the dining-in experience for our customers. These pivots will allow us to continue to serve those customers with the same outstanding food, a personal connection to the experiences they have had with us and the food-based experiences we create for their families, without an indoor dining room as a centerpiece of the experience.

## Financials and Project Budget

## 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: [Pizzeria Park Ave.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. Federal Paycheck Protection Program (PPP)

### Project Budget

Total Project Budget: \$36,000

\*Grant request amount: \$23,000

**Please download and read the Project Budget Instructions before completing the budget template.**

## Financials and Project Budget

- 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**

[Business Project Budget Template Pizzeria Park Ave.pdf](#)

**\*If you were to receive partial funding, how would this impact your ability to accomplish your goals? (150 word limit)**

We cannot complete the patio conversion without an additional source of capital beyond what we can access currently. We may be able to secure smaller loans for the other program elements from our credit union, and some customers have also offered to invest. Given the uncertainty ahead, we'd like to avoid taking on additional loan burden if at all possible.

## Acknowledgments and Signature

### Certification and Authorization

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:

**\*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

**\*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

## Acknowledgments and Signature

**\*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:** Megan Liddle Gude 6/25/2020 9:17 PM

Document Title	Question	Size (KB)	Date Uploaded
<a href="#">Pizzeria Park Ave.pdf</a>	Financial statement 1	110.48	6/25/2020 9:00 PM
<a href="#">Pizzeria Park Ave.pdf</a>	Proof of business ownership upload	110.48	6/25/2020 8:19 PM
<a href="#">Business Project Budget Template Pizzeria Park Ave.pdf</a>	SB Project Budget Upload	102.4	6/25/2020 9:15 PM