



SUMMARY STATEMENT

██████████ is an unique collection of National Park posters, and apparel. Each product is an original design by independent artist, ██████████. The designs are largely inspired by the psychedelic art movements of the 1960s and 1970s and are charged with the philosophy that National Parks and public land belongs in its natural state, that's why 10% of every sale is put towards a yearly donation to the National Park Foundation.

In addition to the products of ██████████ being National Park inspired, the collection also features products inspired by state parks such as Presque Isle, and the Great Lakes.

BACKGROUND INFORMATION

██████████ has been in operation since June of 2020, however it was under a different name and began in the state of Florida. As of April of this year, the LLC was legally changed to ██████████ and now operates in the State of Pennsylvania. Though the fundamental operations and philosophies have remained the same since 2020.

██████████ is operated solely by ██████████. However other repeating contract artists have contributed work such as ██████████ (freelance motion graphic artist), as well as ██████████ (intern, ██████████ University, Class of 2023) who aids with production.

████████████████████ operates out of the private studio at ██████████ Street, Erie PA. Prints are created to order at this location, and the inventory of apparel is also stored here. Prints and apparel are available for purchase at ██████████.com, on Etsy, in several retail locations across the nation, such as Topo Gallery in Camden Maine, Romancing the West Mercantile, in Rapid City, South Dakota. Lastly, products are sold in person at various local pop-up markets such as Discover Presque Isle, Celebrate Erie, Bemus Point's Fall Fest, etc.

████████████████████ generates income from sales of prints and apparel through the points of sale previously listed. Prints range anywhere from \$15-\$45 In addition, ██████████ provides fine art printing for other artists and galleries. ██████████ also provides supplementary income by offering professional headshot and wedding photography services.

████████████████████ has generated an average income stream of ██████████ per month

PLANNING AND STRATEGY

3 obstacles or constraints that presently have a negative impact on growing, and sustaining ██████████ are as follows

- I currently have part-time employment other than my business endeavor and it's difficult to dedicate the necessary time to growing my business endeavor.
- The ever-increasing cost of shipping, and cost of equipment needed to expand the product line. Specifically a large format printer. This purchase will allow my operations to become more cost effective over time, but the initial investment is currently out of my budget.
- Lack of familiarity with tax and financial strategies.

The requested funding will help ██████████ overcome these constraints in the following ways.

- This grant will help ██████████ partially offset the cost of purchasing a large format printer which will help operations become

more efficient to increase profit margins. This equipment will also allow for more profitable products to be added to the store, allow larger size works for other artists I make prints for, and for photography clients to have the option to purchase wrapped canvases, and other large prints.

- Allow me to seek out a true professional financial expert to educate me on strategies I could be implementing.
- The anticipated increase in profits from the above points would allow me to cut back my hours at my other employment and allow me to dedicate more time to growing the business.

Three measurable outcomes that I'd like to achieve for [REDACTED]

[REDACTED] ver the next 12 months are as follows.

- To gain 10 artists or photographers as clients who use my services for their own printing. I want to be a local option for fine art printing for other artists and photographers in the Erie area who may not have access to this equipment themselves and don't want to patronize a larger, less-attentive printing chain such as Shutterfly.
- To partner with 20 additional galleries or boutiques across the nation to sell my products in their stores.
- To donate an additional \$2,000 to the National Parks Foundation (indicating a 20k profit in the next 12 months)

An area I feel that I currently experience a knowledge gap and would benefit from consultative services or professional development webinars/workshops?

- I would GREATLY benefit from assistance related to accounting and financial management.