



Clement F. Shearer
EDA Micro-Grant Program

Client Application/Information

Business/Organization Name: Contented Cottage Bed & Breakfast LL
Type of Business: Bed & Breakfast Hospitality, Lodging
Business Owners: Lisa Bolduc and Steven Bolduc
Contact Person: Steven Bolduc Title: Innkeeper/Owner
Phone: 507-301-3787 Fax: N/A
E-mail Address: steven.bolduc@contentedcottage.com
Yearly Sales: \$ 21,000 No. of Employees: 0 Average Wages Paid: N/A
Employee Benefits Offered: None
Have you utilized the Micro-grant Program in the past? No
Amount Requested: \$ 5,000 What type of assistance is needed?
Assistance funds for materials needed for adding a third unit.

What is the expected impact of the assistance? How will you evaluate this impact?
Measured by sales and occupancy increase by 33% or \$12,119.00 based on projected sales for the 2019.

Have you contacted the Small Business Development Center or SCORE for these services? Ye

Have you identified a consultant/organization willing and able to provide assistance? No

If Yes, please provide the name and address of the provider and the cost of the assistance.

Client Signature  Date 03/07/2011

PROJECT SUMMARY

Adding a 3rd suite/room to Contented Cottage bed and breakfast. There is definitely a need for this as since opening in Sept. 2016 we have had a growing increase in clientele and have found ourselves needing to turn away people on particular busy event weekends (St. Olaf and Carleton) due to fully booked at the 2 rooms we have open. By adding this room not only is it providing a place for parents or tourists to stay but during their time here they visit the historic downtown and help with supporting the businesses there. Much of our clients are parents of college students and alumni or professors in training which add to the rich culture and education to our city. In this added room there will be an added sleeping loft that will provide space for siblings of graduating students, etc along with their parents or family and friends. Also we will be installing a murphys bed which will allow us to "fold" it up into the wall therefor provide a meeting space for local businesses or special events. As a Northfield business we refer our guests to many of the Northfield shops, wineries, breweries, markets, and surrounding state parks, arboretums, and events. This enhances the travelers experience and brings hope for returning guests and visitors and hopeful new ones. Also with the increase of guests we therefore are contributing more lodging taxes and other expenses we end up putting back into the community via supplies, donations, etc.

Overview:

We want to offer comfort to people coming through our community and extend hospitality to our guests. We create a place where people can get away from the hustle and bustle of urban environments and reconnect with a calmer and quieter side of life. Northfield, in particular, holds a place for our vision because we can offer that service to parents and families of Carleton and Olaf students, where, in the midst of the excitement and stresses around enrollment or graduation, we can be a sanctuary for those parents and families to take a moment for themselves. We want to be there for all our guests to give them that sense of warmth, peace, and true Minnesota kindness.

Clientele:

We offer stays at the Cottage to anyone coming to or passing through our neck of the woods. However, we directly market to supporting the colleges, being a getaway for couples, and tourists to our historic town.

Giving back to our community:

Donate Room stays for special events that St. Olaf College Sponsors.

Donate Room stays for Prairie Edge Humane Society auction event.

Donate Rooms Stays for Canvas Church events.

Donte Rooms Stays for Life 21 Church events.

Business growth:

Having been open for two years now, we have already seen an average growth of %15 in our year over year numbers. We plan to continue this growth through our competitive pricing and offering that personal touch services to our guests. In addition, we are proposing to develop a third room (we currently have two) which will be another source to propel our business growth. This third room will be the largest in the house, with loft bedding for additional guests in the same room. Ultimately, we plan to have a full-time innkeeper employed to ensure that each one of our guests has the complete cottage inn experience.

Business outreach:

- 2017 Honorable Mention for best B&B in "The Scene" magazine.
- Regular presence on social media through Lindsey Ferris Martin, Peck Social Services.
- Referrals through both college's admissions offices in "Places to stay".
- Business partners with Travelocity
- AirBnB
- Expedia
- Bookings.com

Item Description	Cost \$
Construction Materials	\$1,715.00
Furnishings	\$4,150.00
Electrician Electrical	\$2,300.00
Plumber Plumbing	\$4,500.00
Bath Room Fixtures	\$1,118.00
Doors and Windows	\$930.00
Labor Value (300 man hours)	\$2,500.00

Sub Total Expenses	\$17,213.00
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Micro - Grant	(\$5,000.00)
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Final Total Expenses	\$12,213.00
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Andrew's Room Materials list

Item Description	Cost \$
Wall studs	\$150.00
Loft support posts (4)	\$80.00
Support joist (10)	\$110.00
Loft ladder	\$35.00
Loft side rails	\$60.00
Loft Full size bed	\$500.00
Wall insulation	\$170.00
Barn wood beam (1)	\$500.00
Drywall x 30 sheets	\$240.00
Plaster and tape	\$70.00
Misc Screws Hardware	\$150.00
Paint and Primer	\$150.00
Electrician Electrical	\$2,300.00
Plumber Plumbing	\$4,500.00
Shower unit	\$318.00
Toilet unit	\$100.00
Vainty and Sink	\$200.00
Faucets, Shower ext.	\$500.00
linens	\$450.00
Murphy's bed	\$1,900.00
Service Door	\$300.00
Bath Room Door	\$180.00
Closet Slidding door	\$150.00
Slidding sound doors	\$300.00
Misc Room Furniture	\$1,300.00
Labor Value (300 man hours)	\$2,500.00

Sub Total Expenses	\$17,213.00
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Project Completion Proposal and Benefits

Collegiate support:

When the project has been completed some the benefits for Northfield is the Increase of local domestic and international tourism. Contented Cottage along with Northfield will be an added feature to draw tourists to Northfield Minnesota as a destination place. We will offer Collegiate support in the form of lodging discounts for parents of College students. We also offer a free sanctuary place to go for college students who need an escape from the pressures of the student's College academic curriculum.

Destination development:

As a business community member, we have and will continue to assist with local business growth and public exposure to the historic culture of Northfield by utilizing the Northfield Tourism Chamber Bucks program. Contented Cottage business model is to create Package Guest stays based around the Contented Cottage core values of comfort, Relaxation and excellent cuisine. We offer the Chamber Bucks program to encourage our guests to visit the other businesses in the local area.

Local professionals doing the work:

For the renovation and addition of the third room for increasing occupancy at Contented Cottage, we plan to contract with local professionals to do portions of the work. We also plan on using local business for building and decorating materials for the renovation and addition of the third room.

Benefits for Contented Cottage:

By adding the additional room, it will Increased revenue. By adding the additional rooms. Contented Cottage will see an increase in occupancy because of greater capacity as this room will have the occupancy for a small 4-person family. The more guest occupancy the more referrals from patrons. As Revenue increases of course so would the increase of local lodging, Travelers and Chamber tax will be paid to support the community.

In Summary:

This list below shows conclusion of benefits of the proposed an additional room to Contented Cottage Bed & Breakfast.

Northfield benefits.

Increased tourism.
Destination development.
Collegiate support.
Greater utilization of Chamber Bucks'
Local professionals doing the work
 Plumber.
 Electrician.

Contented Cottage benefits.

Increased revenue from the added room.
More referrals from more patrons.
Greater package deals.
Other rooms sees an increase in occupancy.