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Sent: Friday, April 24, 2020 11:01 AM
To: Economic Stabilization <economic-stabilization@juneau.org>
Subject: Annie Kaill's - Covid 19 - reopening etc.

EXTERNAL E-MAIL: BE CAUTIOUS WHEN OPENING FILES OR FOLLOWING LINKS

Hello Committee Members,

First, thank you all so much for your work on this! What's going on is overwhelming and uncharted. Your efforts and time are very much appreciated.

I know this is such a hard time for everyone. I can only tell our story. I wanted to reach out and let you know how we're doing, how we've been impacted, what our plans are and what we really need.

I laid off most of my employees by March 15th because business was way down and we weren't feeling safe. We closed the store on March 19th. My sister, Erin, (who moved here in January to be the sales and wholesale manager) has stayed on board with me and together we've been working in the store Monday - Friday. We've been trying to sell via social media as well as through our antiquated website. We were already in the process of working on a new updated website which we're hoping to launch soon. January and February were great. Our sales were up by 10% over that time last year. March 1st - 18th had sales drop by 31.5% and after we closed the store our sales dropped 87.5%. We have had some sales but are still down about 71% for the year vs this time last year. And that's particularly hard because March and April are slow months and it's also the time of year that we place orders for summer inventory. While I was able to cancel or hold some of the orders that I'd placed, I couldn't do that on several orders because the artists were already in the process of making them for us. We carry work from approximately 150 independent artists and small businesses - about 1/2 of those are Alaskan, the others are mostly U.S. citizens and companies. So, in the case of our one store, a lot of people have been and will be affected.

We applied for a \$25k CBJ loan and received \$7,500. I'm not sure if we will receive any more funds from that. We applied for the \$10k SBA advance and received \$8k a few days ago. We applied for the PPP via KeyBank and received \$29,125 on the 22nd. All of these are loans. I'm not sure that I really understand the PPP loan and what part of that is actually potentially going to be granted - so some of it may be forgiven but at this point, I've borrowed \$44,625! It's great that they're all low interest loans but I'm really in debt! Especially after our move last year. I'm not sure how we will really come out of this. That money is essentially gone or earmarked for specific things and can't be used to pay for others. I have a lot of bills that I can't use most of that money for and my sales aren't enough right now to cover what I have to.

I have hope that at some point we will reopen but I am not ready to do that right now. It doesn't feel safe. We will continue to offer curbside pick-up and delivery within the Juneau road system. We will continue to market our store via social media, our newsletter and on our website. I believe that I can pay rent for 2 months with the PPP money and I'll be able to make payroll for Erin and a couple of other employees who are willing to work during this time (and that we have enough work for).

What we really need is some financial help that is not a loan. I don't want to continue to borrow money when we have no idea when it will really be safe to reopen. And even when we do reopen, we don't know what that will look like in terms of sales. We haven't been able to come up a way to get a break on the rent yet and right now and that is my most major expense along with my payment to cover the money we had to borrow last year when we moved. These are expenses that I am not able to cover fully with the sales that we're making. I heard an idea yesterday that I thought was potentially a good approach. The idea was for the city to give the building owners a break on their property taxes for 2020 so that they could then pass the savings on to their tenants. I would support this idea if it was given to property owners that are in good standing with the city and passed on to tenants that are in good standing with the

city. I don't know if it will work but I think it's something that the city should look at. With tourism essentially not happening this year, there will be a lot of us who will struggle to keep afloat and carry on.

There are so many of us who own small businesses that are always so close to the line in terms of making it financially. I can't imagine what our city would look like without all of the small businesses! I hope that we all make it through so that we can continue to offer all of the things that we do! A vibrant community, employment, community support, goods and services, etc etc etc!

Thanks for your time. Feel free to call me should you have any questions or ideas or information that could help!

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