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Introduction to HRA Board  
December 18, 2024

# LaNoire Bridal



## Background

- **Project Location:** 5 7<sup>th</sup> Street W
- **Borrower:** LaNoire Bridal, LLC
- **Project Scope:** Expansion in new, larger space requires financing for: leasehold improvements, inventory, FF&E, professional costs & fees



### **Our Mission:**

To provide a culturally diverse selection of quality wedding attire and services to the greater Minneapolis-St. Paul metro area with individualized consultation to match the cultural needs of our clients.



# Background

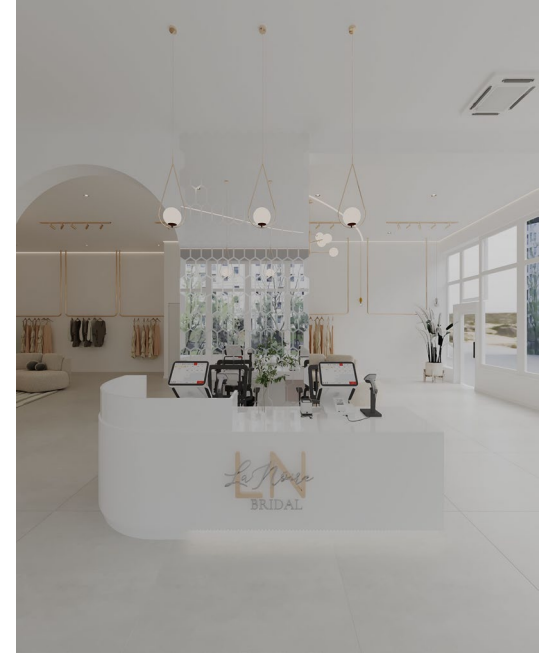
- Lorraine Love opened LaNoire Bridal in August 2022; Jonathan Feliciano became a business partner in 2024
- Originally located in a small space located on 2<sup>nd</sup> floor of Pioneer Endicott building
- In August 2024, Ms. Love signed a lease in the Fitz Flats, 5 W 7<sup>th</sup> St, former vacant commercial space





# Expansion Plans

- LaNoire Bridal's new location in Fitz Flats is twice the size of original location and provides much greater visibility
- Expanding to carry greater inventory, including attire for bridal party, flower girls, mother of the bride and groom, additional accessories





# Project Overview and Request

- Total Project Cost: \$263,127
  - Site improvements, FF&E, inventory, fees, advertising
- Project Sources
  - Equity: \$42,263 (16%)
  - SBA Loan: \$89,300 (34%)
  - Gap: \$131,564 (50%)
- Business Assistance Fund loan of \$100,000 recommended
  - Loan size appropriate for business and adheres to BAF guidelines
  - Uses: leasehold improvements, inventory, FF&E, marketing and other professional costs



# Proposed Terms and Conditions

- \$100,000 Business Assistance Fund loan with extended terms
  - 10-year term with 2-year deferral, 3% interest
  - Lower loan amount to not over-burden this start-up with debt
- First Payment Date: ~ January 1, 2027
- BAF loan is contingent on borrower securing \$31,500 of non-debt to fill the gap



## Additional Loan Details

- **Collateral:** Business FF&E; personal guarantees of both business owners
- **Compliance:** Prevailing Wage, Two-Bid Policy, Vendor Outreach Program, Affirmative Action Equal Employer Opportunity
- **Fees:** 1% closing fee, \$1,000
- **Risk Rating:** Vulnerable



**Questions?**