

ECONOMIC DEVELOPMENT PROGRAM APPLICATION FOR FUNDS

Please Type or Print Clearly and Answer Each Question (If Question Does Not Apply – Mark N/A).

Please Note: The Information Contained in this portion of the document is Public Information and will **NOT** be Considered Confidential.

A. APPLICANT INFORMATION:

Name of Entity Applying for Assistance: Majo Jewelry and Boutique LLC

Business Address: 119 E 13th St Crete NE 68333
(City) (State) (Zip Code)

Contact Person: Julieta M Lozano Martinez Telephone Number: (402) 381 7834

Fax Number: _____ Email Address: azulprofundo-9@msn.com

Federal Tax ID Number: _____

Type of Entity: ☒ Start-Up ☐ Buyout ☐ Existing

If Existing, Number of Years in Business in Crete: _____

Business Classification: (Please Choose One)

- | | | |
|---|---|---|
| <input checked="" type="checkbox"/> Retail | <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Research & Development |
| <input type="checkbox"/> Headquarter | <input type="checkbox"/> Telecommunications | <input type="checkbox"/> Tourism |
| <input type="checkbox"/> Warehouse/Distribution | <input type="checkbox"/> Government | <input type="checkbox"/> Other |

Business Type: (Please Choose One)

- | | | |
|---|--|--------------------------------------|
| <input type="checkbox"/> Proprietorship | <input type="checkbox"/> Corporation | <input type="checkbox"/> Partnership |
| <input checked="" type="checkbox"/> LLC | <input type="checkbox"/> Governmental Entity | <input type="checkbox"/> Other |

Does the Company have a Parent or Subsidiaries? ☐ Yes ☒ No

If Yes, Please List Name: _____

Address: _____
(City) (State) (Zip Code)



To LB840 Applicant:

CONGRATULATIONS on taking the first step to being awarded additional funds to help your business or event in Crete. The funds available for Economic Development, resulting from the citizen-approved sales tax increase that took effect April 1, 2011, are available first come to businesses, events and projects that meet the requirements of Crete's written Economic Development Plan, which can be found online at www.crete.ne.gov/vnews/display.v/ART/58fa7907ccebfb. A written copy is also available from the City of Crete Economic Development Director.

Please review the Economic Development Plan and confirm that your project or business is eligible. Applications may be recommended for funding in full or in part or may be denied based upon the review of the Board. Final decisions regarding funding will be made by the City Council but according to the terms of the Plan, in no event may the City Council fund any Application not previously reviewed and approved by the citizen Board.

In this packet you will find an Application for Funds, a US Citizenship Attestation Form and a Check List of required items. As you will see, the Application is detailed and requires significant information and additional verification documents. If you need assistance with the application please contact any Economic Development Advisory Board member. *If you have questions, please call the Economic Development Office, at 402-826-4312 or email the City Administrator, tom.ourada@crete.ne.gov*

Please note that the first portion of the application will be open to the public and may be provided to the City Council for final funding review. The balance of the application and all supporting documentation including personal financial information is confidential and will only be shared with members of the Economic Advisory Board for purposes of considering your application. All confidential records will be maintained in the office of the Economic Development Board and will be kept separately and not be available for review by the public. Any questions or concerns regarding this process shall be directed to the City Administrator.

All Applicants will be required to attend a public hearing for presentation regarding their request for funding. Public hearings will be held at least quarterly and may be held more frequently at the request of the Board. All Applications presented within the three months preceding a Public Hearing will be set for presentation and consideration at the same meeting. The Board may make a recommendation for funding at the public hearing, or may vote to table an application for further information, but in no event shall an application be tabled more than once so that all decisions will be made not more than three months after the initial public hearing regarding an application. There is no guarantee that a determination will be made less than three months after submission so all applicants are urged to make timely requests for funding if projects or events have set timelines.

Mail or deliver completed application with all supporting documentation and forms to:
Economic Development Program Director
City of Crete City Hall
243 E. 13th Street, P.O. Box 86
Crete, NE 68333

We look forward to working with you through the application process.
Equal Opportunity and Fair Housing Provider and Employer



C. PROJECT LOCATION:

Within the Crete City Limits?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Within the Crete Two-Mile Jurisdiction?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Land Owned by the City of Crete?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Not Located in Crete but for area benefit?	<input type="checkbox"/> Yes	<input type="checkbox"/> No

If Not in City Jurisdiction, please explain local benefit:

D. **ATTACHMENTS:** - Please Include the Attachments that Apply to Your Entity – **See checklist Page 5.**

Please Note: The Information provided pursuant to this Section **Will** be Deemed Confidential and will not be Available for Public Disclosure.

- Business Plan: Brief Description of the Business
- Resumes of all Owners/Co-Owners/Directors/Partners/Stockholders
- For Existing Businesses – Three (3) Yearly Financial Statements
- For Existing Businesses – Current Financial Statements (Less Than Sixty (60) Days Old)
- For Existing Businesses - List of Current Obligations (Include Company Names and Amounts)
- For Start-Up Businesses – Current Business Plan
- For Start-Up Businesses – Three Year Projections
- Tax Returns – Previous Three (3) Years – Personal Tax Returns May be Required for Proprietorship
- Letter from Lending Institution if applicable
- If a Corporation, LLC or Other Legal Entity - Copy of Organizational Documents (Articles, Bylaws)
- Please Note that Other Financial Documents May Be Required

E. APPLICANT SIGNATURE:

I certify that the information contained in this application and all attachments are correct to the best of my knowledge. By signing below, I authorize the City of Crete or their contracted representative to check my credit and the credit of all who are listed within this application. I understand that I must update my credit information if my financial situation changes.

Applicant's Signature

Date

Checklist for Local Economic Development Program Application

For a qualifying business to be considered for direct or indirect financial assistance under the Crete Local Economic Development Program an applicant must provide to the City Administrator or Program Administrator:

- ☐ A completed and signed application with all required support documents including, but not limited to:
 - ☐ A detailed description summary of the proposed project which clearly states what assistance the business is requesting from the program, including evidence that the project qualifies for assistance under the Local Option Municipal Economic Development Act and is consistent with the goals of the Crete Local Economic Development Program.
 - ☐ Use of Funds – Total project costs and financing requirement; include copies of any preliminary bids (if applicable/available).
 - ☐ A review of key management and employees and their experience as related to the proposed project.
- ☐ Start Up Business
 - ☐ Current Business Plan for the project and the company, including employment and financial projections;
 - ☐ Three (3) Years Financial Projections
 - ☐ Past three years personal tax returns
- ☐ Existing Business:
 - ☐ Most Current Business Plan
 - ☐ Three (3) Yearly Financial Statements: Profit & Loss Statements, Cash Flows and Income Statements covering the last three years of business operation, or if a new business, personal income statements.
 - ☐ List of Current Obligations (include company Names and Amounts)
 - ☐ Past three years personal tax returns
- ☐ Letter from Lending Institution(s) (if applicable): Evidence of private financing commitments for investors or lenders.
- ☐ If a Corporation, LLC or Other Legal Entity - Copy of Organizational Documents (Articles, ByLaws)
- ☐ Resume(s) of all owners/co-owners/directors/partners/stockholders: Necessary entity or personal financial information about the Applicant(s), including name, address, past experience, work history, and related information.
- ☐ Other information or financial documentation as requested.

Questions: Contact City Administrator, Tom Ourada, at 402-826-4313 or email tom.ourada@crete.ne.gov. **Return** application and supporting documentation to City Administrator, at City Hall, 243 E. 13th Street, Crete, NE 68333

Ownership Identification: Please List all Officers, Directors, Partners, Owners, Co-owners and Stockholders.

Full Name	Title	Ownership Percentage
Sheila Kamila Balbuena Lozano		
Julieta Margarita Lozano Martinez		
Fernanda Itzel Evangelista Lozano		

Which type of assistance is the entity applying for?

☐ Grant
 ☐ Loan Guarantee If so, Lender? _____
 ☐ Other

Explain: _____

What is the general purpose of the request (must be an allowed LB840/Economic Dev. Plan Project)?

☐ New Development
 ☒ New Business Startup
 ☐ Building Renovation
 ☐ Public Works
☐ Professional/Employee Recruitment
 ☐ Promotion/Tourism
 ☐ Job Training
☐ Working Capital
 ☐ Low - Moderate Income Housing
 ☐ Workforce Housing
☐ Technology
 ☐ Plan Management
 ☐ Technical Assistance
 ☐ Equity Investment

Does the business qualify to receive any incentives from the State of Nebraska? ☒ Yes ☐ No ☒ DK

Has the business applied for any incentives from the State of Nebraska? ☐ Yes ☒ No

If yes, please explain: _____

Employee Information: (FTE = Full-Time Equivalent = 2,080 Hours/Per Year)

Number of Existing Full-Time Equivalent Employees: _____

Number of Full-Time Equivalent Positions to Be Created: _____

Will all of the Full-Time Equivalent Positions be Physically Located within the City of Crete, their Two- Mile Extraterritorial Jurisdiction or on Land Held in the Name of the City of Crete?

☒ Yes ☐ No

If no, please explain: _____

Does the Company Employ Any Seasonal Employees? ☐ Yes ☒ No

If Yes, How Many: _____
(Seasonal employees must work for at least three continuous months and the position must reoccur annually)

B. PROJECT INFORMATION:

Please provide a Brief Project Summary Description:

We are excited to announce the opening of a new boutique located at the heart of Crete, NE. on 13th Street. Our boutique will offer a unique selection of jewelry, accessories, and modern clothing for both men and women, featuring items that are not currently available in town.

This venture aims to provide our local community with access to high-quality, fashionable products without the need to travel long distances. Additionally, we seek to attract visitors to Crete by promoting our business through social media channels, always highlighting our community's charm and spirit. With a team consisting of a business owner with an International Business degree, A manager with extensive experience in jewelry industry, and another manager skilled in public relations (Family-owned business).

Use of Funds	Total Project Cost	Econ Dev Funds Requested
Land or Building Acquisition	\$	\$
Renovation/Rehabilitation	\$ 62,940	\$
New Construction	\$	\$
Machinery / Equipment Acquisition	\$ 15,735	\$
Business / Employee Recruitment Activities	\$	\$
Technology Costs	\$ 10,490	\$
Small Business Development	\$ 5,245	\$
Working Capital (Includes Inventory)	\$ 7,343	\$
Job Training	\$	\$
Other	\$ 3,147	\$
Total Project Cost	\$ 104,900.00	
	Total LB840 Funds Requested:	\$ 0.00

C. FUNDING SOURCES AND EQUITY INJECTION:

If Borrowing, Name of Lender: _____

Loan Amount: _____ Loan Term (Years): _____

Amount Injected Into the Project by Business/Partners/Owners:

Other Funding Source(s) and Amount(s): _____

United States Citizenship Attestation Form

For the purpose of complying with Neb. Rev. Stat. §§ 4-108 through 4-114, I attest as follows:



I am a citizen of the United States.

— OR —



I am a qualified alien under the federal Immigration and Nationality Act, my immigration status and alien number are as follows: _____, and I agree to provide a copy of my USCIS documentation upon request.

I hereby attest that my response and the information provided on this form and any related application for public benefits are true, complete, and accurate and I understand that this information may be used to verify my lawful presence in the United States.

PRINT NAME

JULFIA M LOZANO MARTINEZ.

(first, middle, last)

SIGNATURE

[Signature]

DATE

03/24/2025

1/19/2010

DOWNLOAD/SAVE

PRINT

LB 840 APPLICATION PROCESS

Next Step In Process

If application is denied, the applicant has the ability to appeal to the advisory board at a public meeting

Step 1

Applicant goes to Director with idea

Is applicant and project eligible?

No

Yes

Step 2

Application is submitted

Step 3

Director does a review & analysis of application

Is the application accepted?

No

Yes

Step 4

The applicant and Director enter into negotiations

Negotiations Not Accepted

Negotiations Accepted

May enter into Negotiations

Step 5

Application is presented to economic advisory committee by Director

Step 6

Application goes to public meeting and advisory committee executive session for financial determination and recommendation

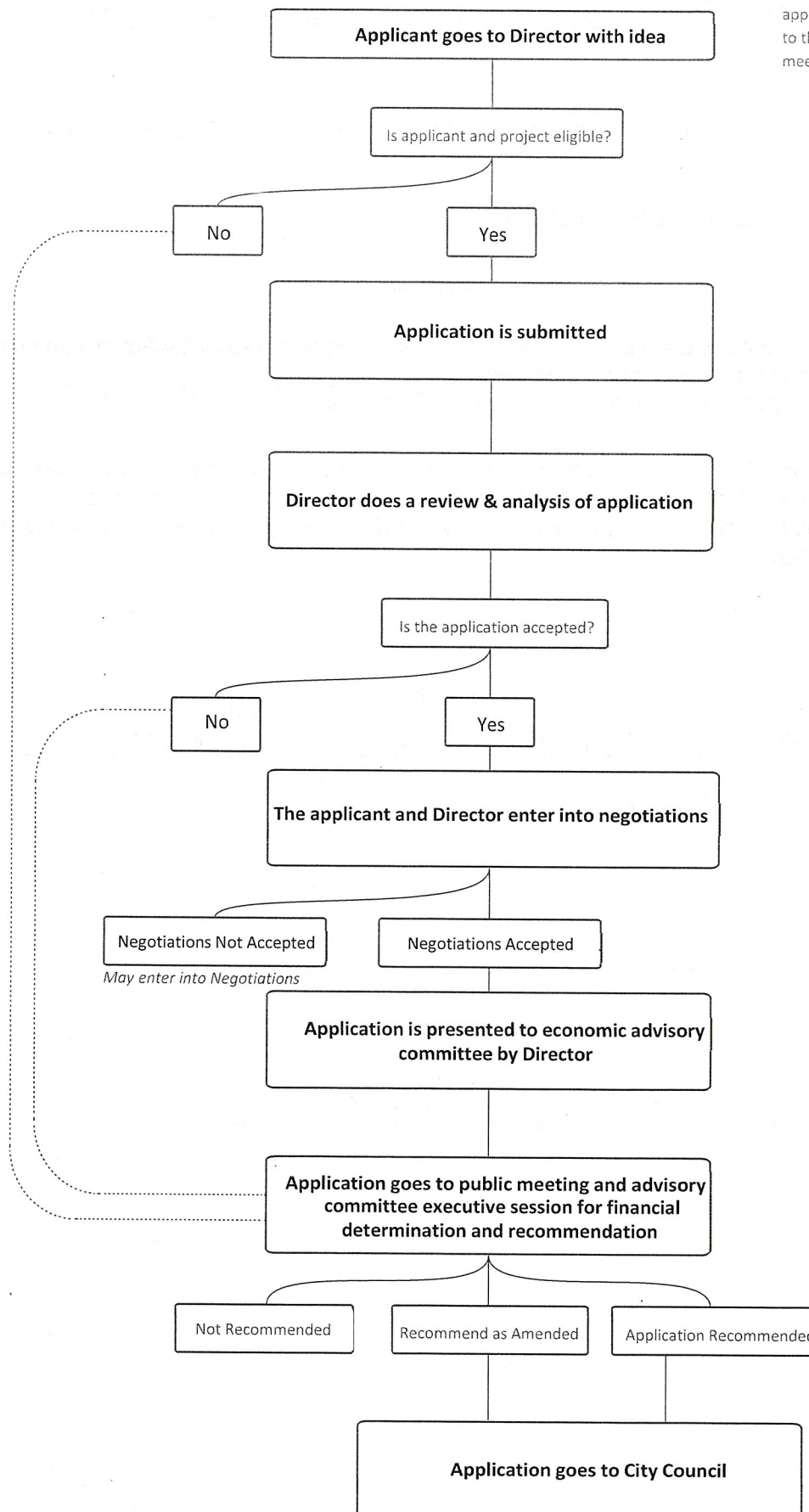
Not Recommended

Recommend as Amended

Application Recommended

Step 7

Application goes to City Council





majo
Jewelry

Business Plan

MAJO Jewelry & Boutique

CURRENT AS OF
13 MARCH 2025

#GROWNebraska

CREATED BY
MAJO TEAM

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Executive Summary

Products & Services

MAJO Jewelry & Boutique specializes in 10k and 14k gold jewelry for men and women, along with trendy clothing and accessories for women aged 18-30. Accessories include sunglasses and purses.

Additionally, MAJO will support autism awareness by selling homemade cookies and paintings created by autistic children, donating \$1 per sale to a nonprofit autism organization.

Target Customers

Our primary customers include residents of Crete, Nebraska, and surrounding towns looking for sophisticated, high-quality jewelry and fashionable clothing not currently available in the local market. We also aim to attract online shoppers through an evolving e-commerce presence and social media marketing.

Future Growth

MAJO aspires to become a well-known boutique in the region, increasing local tourism by attracting customers from other towns. Long-term growth will focus on expanding our online store, leveraging social media, and potentially franchising or adding new product lines to increase market share.



Mission

We exist to make fashion and fine jewelry more than just luxury—every purchase is a statement, an investment, and a step toward supporting autism awareness.



Vision

We believe great businesses and loyal customers can make a lasting impact beyond retail.

Market Research

The jewelry and fashion retail industry is growing steadily with an estimate of 3.9% by 2030 and 7.64% by 2029 (respectively), driven by consumer demand for quality products and the convenience of online shopping, especially on popular social media platforms such as Tik-Tok Shop. Small boutique stores with unique offerings have a competitive edge in local markets where large retail chains lack personalized service.

Target Market

- Young adults (ages 18-30) looking for trendy, stylish clothing and accessories.
- Men and women seeking high-quality gold jewelry for personal use and gifts.
- Online shoppers looking for exclusive and unique designs, and high-end jewelry.
- Local customers supporting small businesses and community-driven initiatives.

18-45

Target Age

F & M

Females and
Males



3+ hrs

On Social Media
Per Day

Competitive Advantage

- Unique product selection not readily available in Crete, Nebraska or surroundings.
- Strong customer service with personalized shopping experiences.
- Community-driven initiative supporting autism awareness.
- Strategic online presence to expand customer reach beyond local limitations



Product Offering

- Jewelry: 10k and 14k gold rings, necklaces, bracelets, anklets, and earrings.
- Clothing: Trendy women's apparel including tops, skirts, dresses, bottoms, swimsuits and outerwear.
- Accessories: Sunglasses, purses, and other fashion-forward items.
- Autism Support Initiative: Homemade cookies and paintings created by autistic children, with a \$1 donation per sale to a nonprofit.

Pricing Range

Jewelry	\$80-\$4,000
Clothing & Accessories	\$10-\$65
Autism Initiative	Custom pricing for cookies and painting

Marketing Plan

Description	Budget
Grand opening event to attract initial customer base.	\$120
Local partnerships with influencers and businesses to increase brand awareness.	\$250
Strong social media campaigns targeting both local and online shoppers	\$0
Implement a strong e-commerce presence through different platforms, including our official website, Amazon, Tik-Tok Shop, Instagram, and Facebook, to expand beyond local sales.	\$400 / yr
Implementation of Google, Facebook and Instagram Ads	\$65 / mo

Customer Communication

- Social media engagement (Instagram, Facebook, TikTok).
- Email marketing with exclusive discounts and new arrivals.
- Community events and collaborations with local organizations

Sales Strategy

- In-store promotions and loyalty programs.
- Seasonal discounts and holiday promotions.
- Online sales through the website and social media marketplaces.

Meet The Team

MAJO Jewelry & Boutique is a family business composed by individuals with a variety of skills and previous experience that we strongly believe will be an advantage to our success

Sheila Balbuena

CEO

Bachelor's in International Business
5+ years of Customer Service
Certificate in Digital Marketing

1 year Sales Experience
2 years E-commerce Experience
Entrepreneurial Experience

Fernanda Lozano

Manager

5+ years Sales Experience
2+ years Management Experience
2 years of Customer Service

Entrepreneurial Experience
2 years Marketing Experience

Julieta Lozano

Jewelry Department Manager

10+ years in the Gold Jewelry Industry
15+ years Sales Experience
5+ years Management Experience

Entrepreneurial Experience

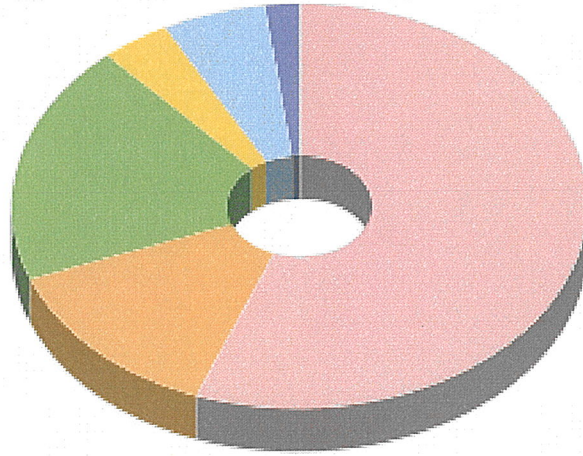
Edilberto Balbuena

Sales

10+ years in the Gold Jewelry Industry
5+ years Sales Experience
2+ years Management Experience

Entrepreneurial Experience

Start-Up Expenses



- Furniture
- Operating
- Supplies
- Inventory
- Rent Expense
- Wage Expense



Financial Plan

Yearly & Monthly Unit Sales Breakdown

Total Startup Costs	\$104,908
Break-Even Target	Month 12-15

Year	Jewelry Sales (\$80-\$4,000)	Units Sold (Jewelry)	Boutique Sales (\$10-\$65)	Units Sold (Boutique)	Total Revenue	Projected Net Profit
Year 1	\$200,000	250 pieces (~21 per month)	\$60,000	4,000 units (~333 per month)	\$260,000	\$78,000
Year 2	\$275,000	350 pieces (~29 per month)	\$90,000	6,000 units (~500 per month)	\$365,000	\$127,750
Year 3	\$350,000	450 pieces (~38 per month)	\$120,000	8,000 units (~667 per month)	\$470,000	\$188,000

Monthly Sales & Revenue Target

Month	Jewelry Sales (\$80-\$4,000)	Jewelry Units Sold	Boutique Sales (\$10-\$65)	Boutique Units Sold	Total Monthly Revenue
Jan	\$12,000	15	\$5,000	333	\$17,000
Feb	\$15,000	19	\$5,000	333	\$20,000
Mar	\$16,000	20	\$5,500	367	\$21,500
Apr	\$18,000	22	\$5,500	367	\$23,500
May	\$20,000	25	\$6,000	400	\$26,000
Jun	\$18,000	22	\$6,000	400	\$24,000
Jul	\$15,000	19	\$5,500	367	\$20,500
Aug	\$16,000	20	\$5,500	367	\$21,500
Sep	\$18,000	22	\$5,500	367	\$23,500
Oct	\$20,000	25	\$6,000	400	\$26,000
Nov	\$20,000	25	\$6,500	433	\$26,500
Dec	\$22,000	28	\$7,000	467	\$29,000

Key Takeaways for Year 1

- **Jewelry:** Selling an average of **21 pieces per month**, with peak months in holiday seasons (May, November, December).
- **Boutique:** Selling around **333-467 pieces per month**, with steady increases through marketing and promotions

Monthly Growth & E-Commerce Expansion

Month	Jewelry Sales (\$80-\$4,000)	Jewelry Units Sold	Boutique Sales (\$10-\$65)	Boutique Units Sold	Total Monthly Revenue
Jan	\$18,000	23	\$7,000	467	\$25,000
Feb	\$20,000	26	\$7,500	500	\$27,500
Mar	\$22,000	28	\$8,000	533	\$30,000
Apr	\$24,000	30	\$8,500	567	\$32,500
May	\$26,000	32	\$9,000	600	\$35,000
Jun	\$25,000	31	\$9,000	600	\$34,000
Jul	\$22,000	28	\$8,500	567	\$30,500
Aug	\$24,000	30	\$8,500	567	\$32,500
Sep	\$26,000	32	\$9,000	600	\$35,000
Oct	\$28,000	35	\$9,500	633	\$37,500
Nov	\$30,000	38	\$10,000	667	\$40,000
Dec	\$30,000	38	\$10,500	700	\$40,500

Key Takeaways for Year 1

- **Jewelry Sales Growth:** 40% increase in units due to brand awareness.
- **Boutique Sales Growth:** 50% increase as online presence expands.
- **Jewelry:** Selling an average of **29 pieces per month**, boosted by **VIP shopping events & e-commerce**.
- **Boutique:** Selling **500-700 units per month**, reaching more customers through social media marketing.

Scaling to Maximum Profitability

Month	Jewelry Sales (\$80-\$4,000)	Jewelry Units Sold	Boutique Sales (\$10-\$65)	Boutique Units Sold	Total Monthly Revenue
Jan	\$22,000	27	\$9,500	633	\$31,500
Feb	\$24,000	30	\$10,000	667	\$34,000
Mar	\$26,000	32	\$10,500	700	\$36,500
Apr	\$28,000	35	\$11,000	733	\$39,000
May	\$30,000	38	\$11,500	767	\$41,500
Jun	\$30,000	38	\$12,000	800	\$42,000
Jul	\$28,000	35	\$11,500	767	\$39,500
Aug	\$30,000	38	\$11,500	767	\$41,500
Sep	\$32,000	40	\$12,000	800	\$44,000
Oct	\$35,000	44	\$12,500	833	\$47,500
Nov	\$37,000	47	\$13,000	867	\$50,000
Dec	\$38,000	48	\$13,500	900	\$51,500

Key Takeaways for Year 3

- **Jewelry Sales Growth:** 30% increase as brand reputation strengthens.
- **Boutique Sales Growth:** 33% increase with new seasonal collections & influencer collaborations.

- ✓ Break-even achieved within 12-15 months
- ✓ E-commerce expansion drives Year 2 growth
- ✓ Year 3 sees max profitability with repeat customers & seasonal collections



MAJO Jewelry & Boutique



