

# ***St. Lawrence County Industrial Development Agency***

Human Services Center  
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Raymond H. Fountain  
Chief Executive Officer

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## **BENCHMARK**

**Project:** Adirondack Battery, LLC

**Address:** Potsdam, NY

**Start Date:** December 19, 2011

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**Overview:** Adirondack Battery, LLC is a distributor and supplier of multiple types of batteries, and offers related service and support. The company was established in September, 2010 and is owned and operated by Amanda L. Potter from her home in Potsdam, N.Y.

Ms. Potter is a battery specialist and provides superior product knowledge, battery sizing, identification, maintenance, charging, delivery, and personal contact. Adirondack Battery, LLC specializes in identifying battery issues and supplies new high quality batteries to solve customer problems.

Adirondack Battery, LLC is requesting a loan in the amount of \$20,000. The owner will invest \$20,000 of personal equity, which will result in a \$40,000 project. The funds will be used for working capital, testing, and charging equipment. Funds will also be used for equipping a mobile display unit that will consist of an already owned 16' enclosed trailer that will have solar panels on the roof, an inverter wired to an AC panel box with receptacles, and storage batteries. The funding will provide Adirondack Battery with the opportunity to expand the current product line to reach a broader customer base.

**Actions Taken:** St. Lawrence County Local Development Corporation  
Microenterprise Revolving Loan Fund (MRLF) ..... \$20,000

**Economic Indicators:**

- Jobs Maintained and Generated – This project will assist in creating 2 FTE jobs (one of whom is the owner) over the next three years
- Other Financing Leveraged:  
Private Equity ..... \$20,000
- Targeted Employment Opportunity – An objective of the Microenterprise Revolving Loan Fund is to create employment opportunities for persons of low-moderate income (LMI). This project provides financing to an entrepreneur who meets LMI guidelines.