



ACCELERATE GRANTS

DOWNTOWN BUSINESS GRANT PROGRAM

ACCELERATE GOALS:

The Downtown Mainstreet Inc., (DMI) Accelerate program goal is to provide an expanding business with financial assistance in the form of matching grants for expansion and innovation. This program can assist a business to expand or improve their location or complete innovative projects with the goal of expanding their product lines to reach new markets or to achieve greater diversification, growth and retention in the Downtown District.

ACCELERATE BENEFITS:

- Grant between \$5,000 and \$10,000. Funding can not be more than 50% of the total project cost.

ELIGIBLE BUSINESSES:

Businesses eligible for this program must be businesses expanding in the Downtown District.

BUSINESS EXPANSION SELECTION CRITERIA:

This program exists to provide financial assistance to help businesses that are working to do one or more of the following:

- Improve their business location with leasehold improvements that increase business growth.
- Expand their location in square footage to provide business growth.
- New innovation, products, services, technology upgrades, etc. to provide business growth.
- Expand their product base through research, testing or new product development techniques.
- Expand their market base through enhanced planning and marketing activities.
- Diversify their market base by expanding into new markets.
- Increase the efficiency of processes with a direct result being increased productivity and new jobs.

Applications for the program will be evaluated by the DMI selection committee using at least the following criteria:

- Qualifications and track records of the existing business, owners and/or managers.
- Investment of business owner.
- Added products or services.
- Diversification of products and/or new uses for existing products.
- Acceptable evaluation of financial plan.
- Jobs created.
- Availability of funding.
- Sector of market served.
- Strategic plan that documents efforts to exploit new market opportunities, including financial planning and market research.

All applications for the program will be considered on a “needs” basis and the degree to which they meet the selection criteria and provide a significant and unique enhancement to the Downtown District. Funding for the program is limited and may not be available at the time of application.

For questions and more information:

LACROSSEDOWNTOWN.COM/LAUNCHLACROSSE

Robin Moses, Executive Director Downtown Mainstreet, Inc.
500 Main Street, La Crosse, WI 54601 608-784-0440



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ACCELERATE DOWNTOWN BUSINESS APPLICATION FORM

GRANT AWARDS OF UP TO \$10,000 FOR BUSINESS EXPANSION

Application Deadlines: Winter Deadline: January 1, 2017 Summer Deadline: June 1, 2017

Applicant Name(s) _____

Business Name _____

Current Address _____

City _____ State _____ Zip _____

Email Address _____ Telephone _____

Type of Business _____

Please attach a copy of your business expansion plan. The plan must include information on the following:

- Executive Summary (10 points)
- Business Expansion Description (10 points)
- Timeline (5 points)
- Competition/Market Analysis (10 points)
- Marketing Plan (10 points)
- Management Plan (10 points)
- Financial Plan (10 points)
- Viability (30 points)
- DMI Membership (5 points)

I/We, the applicant, understand that this business plan will not be disclosed to any person, firm or company, except as deemed necessary in order to evaluate, interview and judge for the Accelerate Downtown Business Grant, or when faced with a legal obligation to do so. The business plan remains the intellectual property of the applicant and all copies of said plan will be returned to the applicant upon request. I/We understand that the judges' decision is final. I/We understand that the judges' decision is final and applicants will not hold DMI or the selection committee responsible.

Applicant _____ Date _____

Applicant _____ Date _____

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