



# IGNITE NEW BUSINESS

## DOWNTOWN COMPETITIVE GRANT PROGRAM

### **IGNITE GOALS:**

The Downtown Mainstreet Inc., (DMI) Ignite goal is to provide financial assistance in the form of business grants to new businesses locating in storefronts in the downtown district. The overall project goal is to fill storefront space in the downtown district, to create a more vibrant downtown district and to assist new businesses by providing stability in their first year of business in the form of start-up capital.

### **IGNITE GRANT BENEFITS:**

- \$5,000 cash grant award for start-up capital.
- Downtown Media Package- Valued at over \$3,000.00
- Brand Development Strategy Session with Advertising Agency- Valued at over \$2,000.00

### **ELIGIBLE BUSINESSES:**

Businesses eligible for this program must be businesses new to the Downtown District. The Ignite Downtown Business Grant is for people 18 years of age or older who are interested in starting or relocating a business to the downtown area. Businesses cannot be already located downtown at the time of entry into the competition.

### **SELECTION CRITERIA:**

The program is intended to recruit new businesses that provide a significant and unique enhancement to the downtown district. Applications for the program will be evaluated using at least the following criteria:

- Executive Summary (10 points)
- Business 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)

The selection panel made up of judges with small business expertise will evaluate each business plan based upon the criteria listed, and finalists will be chosen. Finalists may be asked to present their business plan to the judges. Downtown Mainstreet, Inc. reserves the right to accept or reject any business plan. Participants retain all rights to their business plan at all times. Judges will review the plans with strict confidentiality. If business plans submitted do not meet the evaluation criteria as determined by the judging panel, prizes will not be awarded. The judges' decision is final. The program will attempt to award two to four businesses each calendar year. Funding for the program is limited and may not be available at the time of application.

For questions and more information:

**[LACROSSEDOWNTOWN.COM/LAUNCHLACROSSE](http://LACROSSEDOWNTOWN.COM/LAUNCHLACROSSE)**

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500 Main Street, La Crosse, WI 54601 608-784-0440



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### IGNITE NEW DOWNTOWN BUSINESS APPLICATION FORM

COMPETITIVE AWARDS OF UP TO \$5000 IN START-UP CAPITAL AND MORE!

**Application Deadlines:** Fall Deadline: September 1, 2016 Spring Deadline: March 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 plan. The plan must include the following:

- Executive Summary (10 points)
- Business 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 Ignite Downtown Business Competition, 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 and applicants will not hold DMI or the selection committee responsible.

Applicant \_\_\_\_\_ Date \_\_\_\_\_

Applicant \_\_\_\_\_ Date \_\_\_\_\_

For questions and more information:

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