



FARIBAULT MAIN STREET 2020 DOWNTOWN MICRO GRANT

A. Eligibility: Competition for people 18 years of age or older who are interested in starting, relocating, or significantly expending a business, in the Main Street District of Faribault by September of 2020.

Any type of commercial business is eligible, provided that it fits within existing Downtown Zoning requirements. Certain types of business can earn additional point based on current downtown needs. Businesses must demonstrate at least a 50% cash match or total project costs.

Ineligible Businesses: nonprofits, gambling organizations, lending or investments, land and property held primarily for sale or investment, business operating for 10 or more years.

Ineligible Projects: Management fees, financing or legal costs and fees, franchise fees, debt consolidation, moving costs.

Please refer to the Business Plan Evaluation Form for additional details.

Award: Accepted applicants will receive between \$500 to \$5000.

B. Application Process: the business contest will be comprised of three rounds.

1. Round 1: Preliminary business idea. - Due June 26, 2020

Contestants will submit a preliminary business idea to the reviewing committee.

Applicants must submit the following:

1. Contest entry form

2. A single 8-1/2" by 11" page containing:

- Name of proposed business
- 1 paragraph description of the proposed business
- Summary, not exceeding 1 page, explaining the perceived market opportunity, how the business will take advantage of that opportunity, and how the business will fit into the existing mix of downtown businesses. Describe type of service, or merchandise, owner qualifications. Existing businesses should explain their current business model and identify how these dollars would allow them to enhance or grow.

The contest judges will invite the best ideas go to round 2

2. Round 2 : Detailed Business Plan – Due July 27, 2020

All contestants advancing in the competition will be offered a mentor/coach and receive free business plan counseling from the SBDC office at the Chamber.

Contestants will submit a detailed business plan to the reviewing committee, not to exceed 30 pages, and to include the followings sections:

- a) Executive summary
- b) Business Description
- c) Timeline
- d) Competition/Market Analysis
- e) Marketing Plan
- f) Management Plan – challenges, opportunities, strategies.
- g) Financial Plan- including financial projections for 12+ months, and Profit and Loss Balance Sheet for previous 12 months (If available)
- h) Resume(s) of Owner(s) + two professional references
- i) Downtown Needs – describe how your business will complement/enhance the existing businesses downtown.
- j) COVID-19 -readiness tactics to meet COVID-19 Guidelines and strategic changes

Please refer to the Business Plan scoring Sheet for Additional details to submit a detailed business plan and do an oral presentation with the review committee.

Awards will be made based on a set of pre-determined criteria.

The contest judges will invite the best business plans to go to round 3

3. Round 3: Oral presentation (Optional Round) – on or about August 21, 2020

_ This round is optional, and need will be determined by Faribault Main Street.

Finalists will make a 30 minutes presentation of their business plan before the judge's panel and response to questions.

The highest scoring finalists and Micro Grant recipients will be determined based on all 3 rounds.

C. Judging

1. A panel of judges will evaluate each business idea, business plan and oral presentation based upon set of criteria listed on the Business Plan Scoring Sheet.
2. The Judges reserve the right to accept or reject any and/or all business plans at their sole discretion.
3. Participants retain rights to their business plan at all times.
4. All decisions by judges are final.
5. Program sponsors reserve a right to modify the timeline at their sole discretion.
6. Program sponsors reserve a right to modify the scoresheet at their sole discretion.
7. All submissions will remain confidential. If a contest winner is determined, a public announcement will be made naming the winner, business name and description of that business.

D. Judges Panel

Judges panel will be compromised of mix of local professionals in business, banking and sponsors.

E. How to apply

To apply, please contact Faribault Chamber of Commerce.

507.334.4381 or kelly@faribaultmn.org

F. Submissions:

All submission to be submitted via mail or e-mail to:

Attn: Kelly Nygaard

Faribault Main Street Downtown Business Challenge

Faribault Chamber of Commerce

530 Wilson Ave

Faribault, MN 22021

kelly@faribaultmn.org

Contestant required to verify receipt of entry

Faribault Business Plan Evaluation Form

Business Name: _____

Applicant Name: _____

Disqualifications Criteria:

- Business plan is more than 30 pages.
- Plan was not submitted with applications.
- Proposed business location is outside of the Main Street District.

Evaluation Criteria		
Round 1		
Name of proposed business		
Description		
Summary		
Total for Round 1		
Round 2		
Executive summary – clear and concise, 1 page max		
Business description: Describes business idea completely and accurately Lists space requirements for business Lists potential Downtown locations with justifications that realistically fits business needs Lists appropriate business hours and staffing Business complements existing mix		
Timeline		
Competition/Market Analysis		

Demonstrates clear knowledge of target demographics, market trends, competition Identifies potential competition and demonstrates differences and advantages over competition	
Marketing Plan Clearly identifies proposed target market Market is of sufficient size to support business Includes Advertising campaign Has a promotional strategy to create awareness	
Management Plan Outlines managerial roles & responsibilities Lists credible resources for legal, accounting, banking, marketing, and other business services which applicant has not expertise in	

Financial Plan Explains how prize money will be used Includes pro-forma income projections for next three years Shows break-even point Accurately assesses expenses Shows cash-flow Demonstrates sufficient financial resources for startup/ continued operation Financial Projections for 12+ months Profit/Loss Balance Sheet for previous 12 months (If available)	
Resumes(s) of Owner(s) Demonstrates sufficient knowledge and experience to run the business Includes references	
Downtown Needs Explanation of how the new business will benefit the Downton area and fit with existing downtown businesses	
Total for Round 2	
COVID-19	
Readiness tactics to meet COVID-19 Guidelines	
Round 3 (Optional)	

presentation	
Q&A	
Total Round 3	
Total	