



# MAIN STREET IOWA

## 2019 Open 4 Business Grant Application

Sponsored by the Iowa Economic Development - 125 Points Possible

**This is a sample of the State of Iowa's online grant application available for one entry per community. Programs hosting a local competition to determine the ONE business that can apply should develop their own local application. This is for informational purposes only.**

Congratulations! You have chosen which business in your community will complete an application for the Open 4 Business Competition.

We encourage all parties to review the online resources (contest rules, marketing flyer, budget template, judges scoring criteria, pdf of online application, etc.) prior to starting an application. These resources are available for download here.

### Useful Information:

- This system will only accept one application per community.
- To be eligible to apply - the business must have been in operation since May 18, 2018 (minimum of one (1) year **AND** be currently located (or in the process of locating) within the designated Main Street commercial district. For additional eligibility requirements please refer to the contest rules available for download. See online resources.
- Add the following to your email safe/whitelist, [noreply@jotform.com](mailto:noreply@jotform.com), to ensure that you receive the automated emails from the application system. The emails contain an edit link that will allow you to edit your application as needed.
- Be sure to click the "**Save My Changes**" button prior to exiting your application otherwise your **changes/updates will not be saved**. We encourage you to do this often so that if for some reason you lose internet connectivity that you do not lose all of your information.
- The Executive Director and the business owner will receive a confirmation e-mail that contains an "edit link" allowing you to work on your application as needed until the application deadline which is **4 PM, Friday, May 17, 2019**.

### Questions regarding this application?

Susan Watson / 515.348.6185 / [susan.watson@iowaeda.com](mailto:susan.watson@iowaeda.com).

### Questions regarding the Open 4 Business Competition?

Robin Bostrom / 515.348.6176 / [robin.bostrom@iowaeda.com](mailto:robin.bostrom@iowaeda.com)

## Contact Information for Main Street Community:

Where is your organization located? \*

Required

**Population:**

(2010 Census)

**Director's Email Address: \***

Executive Director of the local Main Street program

**Director's Phone Number:**

 - 

Area Code

Phone Number

**Contact Information for Business:**

Requirement: The physical location of the business must be within the designated Main Street district.

**Name of Business: \***

Required

**Business Owner:**

First Name

Last Name

**Business Address:**

Street Address

Street Address 2

City

State

Zip Code

**Business Email: \***

Confirm Email

Required

**Business Phone Number:**

Area Code

-

Phone Number

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## Business Information:

**Type of Business:**

(retail, service, restaurant, etc.)

**Number of Years in Business:**

To be eligible to apply, the business must have been in operation as of May 17, 2018. (minimum of one (1) year)

**Hours of Operation:**

**Business Concept:**

(30 Points Possible)

**Please explain/describe your business. What products or services do you offer? Why are you in business? (limit 250 words)**

Maximum of 250 Words - if pasting into this field from another application, please note that this field is limited to this number of words.

0/250

**Describe your customer. (limit 250 words)**

Maximum of 250 Words - if pasting into this field from another application, please note that this field is limited to this number of words.

0/250

**Describe your trade area. Where do your customers come from? (limit 250 words)**

Maximum of 250 Words - if pasting into this field from another application, please note that this field is limited to this number of words.

0/250

**5. Will you, the owner manage the business?**

Yes                       No

**If no, what will your role be?**

**Where do you see your business in five years? (limit 250 words)**

Maximum of 250 Words - if pasting into this field from another application, please note that this field is limited to this number of words.

0/250

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### Budget/Financial Information:

(20 Points Possible)

#### A 25% cash match is required.

- The business must have a **minimum investment of \$2,000** to compete for the sub-state award of \$8,000.
- The business must have a **minimum investment of \$5,000** to compete for the state award of \$20,000. The judging panel reserves the right to reduce the state award funds in the event of a tie which could result in the award amount and required match being adjusted.

**Click here to download the budget form. Save the file to your computer, complete the budget form, save/scan as a pdf file and upload the pdf below.**

**Budgets uploaded on any other form other than the one provided will not be considered.**

Upload your completed budget on the form provided above. (PDF Only)

No file chosen

How would you use the Open 4 Business grant funds if awarded? How will the funds help you achieve your goals? (limit 250 words)

Maximum of 250 Words - if pasting into this field from another application, please note that this field is limited to this number of words.

0/250

What is your personal cash match in the business? What is your “skin in the game”? (limit 250 words)

Maximum of 250 Words - if pasting into this field from another application, please note that this field is limited to this number of words.

0/250

**If you do not win this competition, how will you proceed? (limit 250 words)**

Maximum of 250 Words - if pasting into this field from another application, please note that this field is limited to this number of words.

0/250

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**Community Impact:**

(20 Points Possible)

**How does/will your business benefit the local Main Street district? (limit 250 words)**

Maximum of 250 Words - if pasting into this field from another application, please note that this field is limited to this number of words.

0/250

**How are you and/or your business involved in the community? (limit 250 words)**

Maximum of 250 Words - if pasting into this field from another application, please note that this field is limited to this number of words.

0/250

**Current Number of Employees:**

**# Full Time**

**# Part Time**

**Will this project add additional employees?**

Yes

No

**If yes, how many?**

**Competitive Advantage:**

(15 Points Possible)

**Who is your competition? (limit 250 words)**

Maximum of 250 Words - if pasting into this field from another application, please note that this field is limited to this number of words.

0/250

**What is your competitive advantage? What sets your business apart from others in your market/trade area? (limit 250 words)**

Maximum of 250 Words - if pasting into this field from another application, please note that this field is limited to this number of words.

0/250

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**Marketing/Promotions:**

(15 Points Possible)

**Does your business currently have a marketing/promotional plan? Please explain sources that you currently use and the frequency. What is your most effective marketing tool? Why? (limit 250 words)**

Maximum of 250 Words - if pasting into this field from another application, please note that this field is limited to this number of words.

0/250

**What are some potential new markets/promotions you have identified? (limit 250 words)**

Maximum of 250 Words - if pasting into this field from another application, please note that this field is limited to this number of words.

0/250

**What is your annual budget for marketing/promotion?**

**Do you use social media? Please explain.**

Maximum of 250 Words - if pasting into this field from another application, please note that this field is limited to this number of words.

0/250

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### Required Uploads:

**Please upload a scanned letter of support for this application from your local Main Street Program. Must be signed by the Board President and Executive Director.**

No file chosen

### Business Video Pitch (required)

(25 Points Possible)

Use the following outline as a sample of how to put together your business video pitch.

- Introduction – introduce yourself and your business name
- Business Concept – clearly describe your business concept
- Budget – how will you use the funds from this program
- Community Impact – how will your business impact the local Main Street District
- Competitive Advantage – how does your business stand out in the market place
- Marketing/Promotion – how do you market, types & budget
- Use your video to help introduce yourself and your business to the judges.
- Videos can be recorded on a cell phone. Be creative and have fun!
- The video should be concise, informative, and tell your story.
- Videos are not required to be professionally produced and will be judged on content rather than level of production. Professional videos are not required.

**Please upload your Business Pitch Video**

**Choose File** No file chosen

(mp4, wmv, and mov files only) Video is limited to five minutes or less in length. Only the first five minutes will be viewed of videos exceeding the five minute limit.

**By signing below, I certify all information within this application is true and correct to the best of my knowledge.**

**I am aware of the Limitations of Liability as stated below:**

Any and all claims, disputes and cause of action because of or connected with this application, the grant program and/or any grant will be resolved individually without remedy to any form of class action;

Any and all claims, judgments and awards will be limited to actual third party, out-of-pocket costs sustained but in no event will attorney's fees be awarded or recoverable;

Under no circumstances will participants be allowed to obtain any award for, and participants knowingly and expressly waive all rights to see, punitive, incidental, consequential, or special damages, lost profits and/or other damages; and

They release and hold harmless the State of Iowa, the Iowa Downtown Resource Center, Main Street Iowa, all affiliated parties, and all of their employees and agents from any and all claims that any commercial, advertising, presentation, web content or any other material produced, presented, and/or prepared by or on behalf of sponsor infringes the rights of participant as contained in any application or otherwise.

**I am aware of the following grant requirement:**

All awarded businesses are required to remain in operation within the designated Main Street district for two years following their contract start date or repay their awarded grant funds.

**Application Signatures:**

Helpful Hint: Use your mouse to sign in the areas below.

**Signature: Business Owner**

**Signature: Executive Director**

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[Submit/Save My Changes](#)

 [Print My Application](#)