

2021



Downtown Pitch Contest

Is your business idea worth \$10,000?



INTERESTED?

Interested applicants should contact your local Main Street or Connect Communities program for application instructions. Local programs may also provide additional technical assistance or financial incentives. If you're not sure whether your community is a participant, or who to contact, you can view maps on the WEDC website or at the following links:

[Main Street](#) or
[Connect Communities](#)

HOW TO APPLY

1. Have a really cool idea.
2. Fill out the application.
3. Pull out your phone and shoot a 5-minute video telling us why your idea is so cool.
4. Upload your materials.
5. Prepare to share your idea at the regional finals.

Program
Timeline

APPLICATION
RELEASED
April 1st



APPLICATIONS
DUE
May 28th



REGIONAL
SEMI-FINALS
Week of June
7th



STATE FINALS
June 17th

2021



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The fine print:

- Applicants should be Wisconsin residents over 18 years of age.
- Businesses can be new or expanding businesses, but must be located, or have a plan to locate, in Main Street or Connect Community districts.
- Applicant concepts must be for-profit business models.
- Finalists will need to pass a basic background check prior to being declared a winner.
- Grant funds will be reimbursed to winning businesses after planned investments have occurred.
- Investments/opening should occur no later than September 30th, 2021.

Questions?

If you have additional questions, contact Errin Welty, WEDC Downtown Development Program Manager at errin.welty@wedc.org or 608-210-6832

THE PROCESS

- Completed nominations submitted on time will be entered into regional competitions where applicants will provide a 3-minute virtual elevator pitch followed by Q&A with the judging panel.
- Regional competitions will award three winners: one overall winner, one large and one small community (size threshold 10,000 population).
- Regional winners will advance to statewide contest. The statewide winner will receive \$10,000, two second place winners \$5,000 each, and remaining regional finalists will receive \$1,500 each.

EVALUATION CRITERIA

- Strength of overall business concept and plan for execution.
- Innovation/creativity of business pitch video and business concept.
- Quality and completeness of application materials.