



The *Occupy Ashland's Historic Main Street- Retail Business Contest* from the Find it in Ashland Committee of the Ashland Area Chamber of Commerce is designed to encourage entrepreneurs to submit their **retail** business concept for consideration and to open a storefront in Ashland's Historic Downtown Main Street between the 200 and 600 block of west main street.

### Goals:

- To assist with the opening of one new retail business located in the Historic downtown area of 200 to 600 Main Street West. Retail businesses also include food /eateries.
- Occupy available retail space with businesses that complement existing business and/or services.

### Grand Prize:

The business with the winning submittal (“Grand Prize Winner”) receives:

- Free rent for the first 8 months with a 3-year Lease Term, excluding common area maintenance (“CAM”) expenses, utilities and taxes.
- \$5,000.00 free advertising package with The Daily Press
- Six Months free advertising package with The Evergreen Shopper
- Six Months free advertising package with Heartland Communications
- 12 hours of free accounting consulting from Maitland, Singler, and Van Vlack
- Start-up business \$3,000 loan (3% interest/3 year) from the Ashland Area Chamber of Commerce downtown development revolving loan fund.
- Free one year membership with the Ashland Area Chamber of Commerce
- Exposure to various media outlets during the announcement of the winning submittals.

### Contest Properties

- 202 W. Main Street 1400 sq ft, \$750 monthly rent
- 216 W. Main Street 3200 sq ft, \$2133 monthly rent
- 515 W. Main Street 1858 sq ft, \$1,200 monthly rent
- 616 W. Main Street 3200 sq ft, \$1,200 monthly rent

## Guidelines and Application Procedures to Enter:

This is a two-phase contest. In the first phase, applicants are asked to provide a two-page business concept which includes an executive summary (in 100 words or less) and also answers the following:

### **Phase 1—Business Concept**

- Describe the nature of your business and the products/merchandise you would carry or deliver
- Define your market (who would be an early user/customer)
- How would your business enhance Ashland's Historic Downtown
- What resources would be needed to develop this concept (personnel, financing, equipment, etc)
- What are your qualifications to develop this business?

**Business concept finalists will be notified on March 18th.**

**If your business concept advances through the initial judging,** you will be asked to move on to the second phase of the contest and provide the following: A minimum of 3 finalists are needed to continue the contest. Should there not be a minimum, you will be notified.

### **Phase 2—Business Plan**

Finalists will be offered **free** services from the Ashland Area Development Corporation and UW-Extension small business development center to compete in phase 2 of the contest. A training class, Occupy Ashland's Historic Main Street – “Creating a successful business plan” will be offered.

A detailed business plan featuring:

- Company Summary
- Executive Summary
- Products/ Services Summary
- Market Analysis Summary
- Strategies & Implementation Summary
- Management Summary
- Financial Plan
- A community impact summary stating:
  - How your business will enhance Ashland's Historic Downtown
  - Why your business stands out

**Business Plans are due May 17<sup>th</sup>, 2013.**

### Eligibility:

- The *Occupy Ashland's Historic Main Street* is open to all legal U.S. residents, 18 years of age or older at the time of entry.
- Proposed retail businesses can be independent operations or franchised.
- Employees and temporary employees of the Ashland Area Chamber of Commerce or other Contest sponsors and the immediate family of each, are not eligible for entry.
- All business concept submissions must be emailed, delivered, or postmarked to the Ashland Area Chamber of Commerce by 5:00 p.m. on Tuesday, March 12<sup>h</sup>, 2013
- Willingness to commit to a 3-year Lease with the Property owner, terms of which are to be mutually negotiated within 30 days of selection.

### How to Enter:

- All business proposals can be emailed to [ashchamb@centurytel.net](mailto:ashchamb@centurytel.net) or delivered to:

Occupy Ashland's Historic Main Street  
P.O. Box 746  
1716 W. Lakeshore Drive  
Ashland, WI 54806

- Entries must be clearly identified on the package or email that it is part of the Occupy Ashland's Historic Main Street storefront promotion.

### Process:

- Business concepts are due by 5:00pm on Tuesday, March 12<sup>h</sup>, 2013. All that meet the required criteria will be submitted to the Selection Committee for review and judging.
- The committee will consist of a representation of the Find it in Ashland downtown committee, business leaders, and community leaders.
- The business concept finalists will be notified on March 18<sup>th</sup>. Finalists will be offered free services from the Ashland Area Development Corporation and UW-Extension small business development center to compete in phase 2 of the contest (Business Plan):
  - A training class, "Occupy Ashland's Historic Main Street – Creating a successful business plan" for those who are interested

**Business Plans are due May 17<sup>th</sup>, 2013.**

### Selection Criteria:

- Originality of the business – is there duplicity with existing businesses.
- Feasibility of Business Plan
- Ability to execute Business Plan
- Market Mix – How well does the business complement the existing businesses
- Ability to attract other businesses to Downtown Ashland
- Visual appeal from street level

## Promotion's Official Rules and Regulations:

- The Promotion shall begin on February 1st, 2013 and all business concept entries must be received at the address indicated by no later than 5:00 p.m. CST time on March 12th, 2013. Applications received past the deadline will not be considered for this Promotion.
- Grand Prize is non-transferable and may not be redeemed for cash; substitutions by Grand Prize Winner may not be requested.
- Grand Prize will not include and Grand Prize Winner shall assume responsibility for the payment of all other items including, but not limited to insurance, rental tax, permits, and legal fees.
- In accordance with IRS Code regarding prizes and awards, a Form 1099-MISC may be issued by Sponsor to the Grand Prize Winner. Please consult your tax advisor for additional information.
- Contestants will be informed if they either move ahead or are dismissed.
- Printed copies of business proposals submitted into the Promotion will not be returned. All business proposals will be kept confidential.
- The selection committee formed by the Ashland Area Chamber of Commerce will judge the business concepts and business plans.
- If the Guidelines and Application for Entry have not been met, the Proposal will not be presented to the Selection Committee.
- If selected as a finalist in Phase 1, applicant will receive consultation to develop a business plan and may have an opportunity to present their business plan to the Selection Committee in person.
- By participating in this Promotion, you agree to these Official Rules and to all decisions of Sponsors and the Selection Committee, which are final and binding in all respects.
- If a Grand Prize Winner is unreachable after fifteen (15) business days, an alternate Grand Prize Winner will be selected.
- By accepting the Grand Prize, the Winners release and discharge Sponsors, their affiliated companies, participating sponsors, information providers, content providers, subsidiaries, advertisers, advertising agencies, promotional and marketing agencies, and any other companies involved with or otherwise providing services related to this promotion, and all their respective employees, officers, directors, representatives and agents from any liability or damage due in whole or in part to the award, acceptance, possession, use or misuse of the Grand Prize or from participation in this Promotion.
- Information regarding the Grand Prize winners will be posted to [www.visitashland.com](http://www.visitashland.com) within 30 days of the selection.

## General Conditions and Modifications of the Contest:

- Listed properties may not be available prior to awarding the contest should the owner lease or sell the property within the contest time-frame. If the property is sold, the new owner has the right to opt in to the contest.
- Official rules are subject to modification, cancellation, or limitation at the discretion of the FIIA downtown committee with or without notice, including to persons who have already entered the contest. All changes or modifications of the contest or these official rules will be posted on the [www.visitashland.com](http://www.visitashland.com) website.

General Conditions and Modifications of the Contest *continued*

- The Contestant will choose the property that he or she feels best fits their business plan model. Should that property not be available, the contestant will choose an alternative property.
- A minimum of 3 finalists are needed to continue with the contest. Contestants have until March 12<sup>th</sup>, 2013 to submit their retail business concept. Contestants will be notified should the minimum not be met.

Conduct:

- By entering the Promotion, you agree to be bound by these Official Rules and the decisions of the Sponsors, which shall be final and binding in all respects. The Official Rules will be posted on the website.
- Sponsors reserve the right in their sole discretion to disqualify any individual or business they find tampering with the entry process, or the operation of the Website; or to be acting in violation of the Official Rules.

Occupy Ashland's Historic Main Street- Time Line

Promotion starts:	February 1 <sup>st</sup> , 2013
Phase 1 – Business Concept due	March 12 <sup>th</sup> , 2013
Winners of Phase 1 notified	March 18 <sup>th</sup> , 2013
Phase 2 – Business Plan due	May 17 <sup>th</sup> , 2013

**Grand Prize Winner Announced      May 28<sup>th</sup>, 2013**

Occupy Ashland's Historic Main Street storefront is sponsored by:

- People's Bank
- Clark & Clark Law Offices
- Ashland Area Chamber of Commerce
- The Daily Press
- Evergreen Country Shopper
- Heartland Communications
- Ashland Area Development Corporation
- Maitland Singler & Van Vlack
- Bill Heart

