



BUSINESS INCENTIVE GRANT PROGRAM APPLICATION

APPLICATION PROCESS

As indicated in the Program Brochure, applicants will be required to:

1. Meet with DGDC staff and complete a preliminary application.
2. DGDC staff will schedule a meeting with potential applicant, DGDC and City representatives to review the preliminary application and the requirements of the actual application package and discuss the business plan. This meeting is intended to coach the applicant in areas that their business plan may need strengthened. Recommendations on how to improve business sustainability will be provided. If applicant remains interested in being considered for grant funds, applicant will be asked to return, at their convenience, when they have completed the application with all the supporting documents.
3. Applicant will submit complete application to the DGDC Office. Applicant will submit a request to appear before the ER Committee within 5 business days of the regularly scheduled meeting they wish to present their plan. The ER Committee meets the 2nd Wednesday of every month at 2:00 pm.
4. Applicant will present the final plan and application contents to the full ER Committee.
5. ER Committee will later make recommendation to the DGDC Board of Directors to approve, disapprove or approve conditionally based on the content and scoring of the application.

COMPETITIVE CRITERIA

Successful awards will be given to projects that meet or exceed the requirements of the application and score high on the Business Incentive Priority Calculation Sheet. The calculation sheet was generated from consumer surveys, a recent market analysis and identified needs in the 2007 Downtown Master Plan.

Application:

Applicant:

First Name

Last Name

Address:

Address

City

State

Zip

Contact Information:

Business/Home Phone #

Mobile Phone #

Email Address

Website Address

Business Name:

Business Address (Current and/or Proposed):

Business Description:

Required Information: *Please indicate that all of the following items have been submitted with the application.*

- Business Plan – For more information on acceptable business plans, contact the Wayne Community College Small Business Center - Contact Joe McMichael at 735-5151, ext 334. Other acceptable formats and free templates can be found at:
 - o <http://web.sba.gov/busplantemplate/BizPlanStart.cfm>
 - o <http://www.score.org/resources/business-plans-financial-statements-template-gallery>
 - o <http://office.microsoft.com/en-us/templates/business-plan-for-startup-business-TC001017520.aspx>
- Exterior Façade Plan – Please submit a drawing or pictures of storefronts or facades that you plan to duplicate illustrating the curb appeal measures you will implement including signage. If assistance is needed, contact the DGDC office and request Design Committee assistance.
- Interior Floor Plan – Please submit a drawing and/or pictures of your plan to display merchandise and/or arrange the layout of the interior space. Drawings should be to scale. If assistance is needed, contact the DGDC office and request Design Committee assistance.
- Marketing/Advertising Plan – Please submit a plan that addresses your planned approach toward marketing and advertising. Include type, frequency, and costs. Also address communication and networking plans. Indicate planned memberships, networking or in-house education events, access/use of computer, email/website accounts, etc. Include evidence of your market research. Please briefly describe your target customer base. Make sure you are prepared to logically explain and demonstrate a link between how your marketing plan will reach this target customer base.
- Financial Plan – Please submit financial plans and pro formas separately if not incorporated into the Business Plan and that a debt schedule is articulated. Free templates can be accessed at: <http://office.microsoft.com/en-us/templates/pro-forma-balance-sheet-TC101877362.aspx> or other sites.
- Employee Profile – Briefly describe job descriptions, skill set, training plan, and target employee profile.
- Supplier Profile – Briefly share the decision process on selection of suppliers.
- Operation – Make sure operating hours and days are detailed in Business Plan.
- City Regulations – The plans have been reviewed by the necessary city and county departments and you, the applicant, is aware of the requirements to implement.
 - o Planning Department: *(if applicable)* _____
 - o Inspections Department: *(if applicable)* _____
 - o Wayne County Health Department: *(if applicable)* _____
- Lease – Submit, at a minimum, a letter of intent for a two-year lease between you, applicant, and the building landlord. *Note: Grant funds will not be allocated until proof of an actual 2-year lease has been signed.*

2010-11 Fiscal Year Business Incentive Priority Calculation Sheet: *Please complete the checklist below.*

	<u>Yes</u>	<u>Point</u>	<u>No</u>
1. I am renting a building/property for my business.	___	(3)	___
2. I own the building where the business will be located.	___	(5)	___
3. The business has been in existence for three (3) years or more and I am relocating it to downtown.	___	(5)	___
4. The business is a new start-up.	___	(3)	___
5. I will offer extended hours of operation either during weekdays or be open during the weekend.	___	(See below)	___

Please list what those hours are intended to be:

Comparable Projected Schedules:

- a. Mon.- Sat.; 9 am to 6 pm and Sun. partial (5)
- b. Mon. - Sat.; 9 am to 6 pm (4)
- c. Mon. - Fri.; 9 am to 6 pm (3)
- d. Mon. – Fri.; 9 am to 5 pm (2)
- e. Other less Operating Hours (1)

6. How do you feel your business will contribute to the betterment of downtown Goldsboro? _____

7. The business I am opening downtown is best defined as a:

- a. Restaurant (5)
 - with outdoors dining/seating (1)
- b. Grocery Store (5)
- c. Gift Shop/Specialty Store (5)
- d. Antique Store (4)
- e. Coffee Shop (4)
 - with free wireless internet (1)
 - with outdoor seating (1)
- f. Men/Women’s Clothing Store (4)
- g. Adult Places of Entertainment, Ex. Include:
 - Comedy Club (4)
 - Dance Club (4)
- h. Wine/Cheese Store (3)
- i. House wares Store (3)
- j. Health Food Store (2)
- k. Other: _____ (unknown)

TOTAL: _____

If your business type is not listed above, chances are it was not a top priority during this Recruitment Fiscal Year cycle. However, it is recommended that you list the type of business above for individual consideration in the chance that this type of business was inadvertently left out of our priority consideration and needs determination.

Please note that the Downtown Goldsboro Development Corporation is pleased that downtown is considered for most business types, however, due to consumer demand, market analyses, Master Plan findings/recommendations and due to our limited funding resources, we have had to create a condensed list intended to meet our current market and consumer needs for this fiscal period. This means some business types were given higher priority rating for this time. This is subject to change each fiscal year.

GENERAL INFORMATION

Please refer to the list below of potential regulations or resources that are typical to opening a new business downtown.

Business Inspection: Fee: \$65. A Business Inspection is required if a use has not been operated in the building to be located or your use is a change of use from that which was in operation immediately prior to. Business Inspection includes a Fire Inspection and the cost of that is covered. Contact Inspections Dept., 580-4376.

Fire Inspection: Fee: \$65. Required if a Business Inspection is not performed. Contact the Inspections Department at 580-4376.

Building Permit: Fee: Based on proposed construction cost. Inspections Department.

Sign Permit: Fee based on cost of sign. Contact the Planning Department at 580-4333.

Certificate of Appropriateness: Fee: \$50. Required if exterior building improvements are to be made to a building located within the Historic District boundaries. Contact the Historic District Commission (Planning Dept.) at 580-4327.