



OVERVIEW

Main Street Jump Start is an entrepreneurial start up competition which takes place over a period of four months for the purpose of generating additional retail occupancy in downtown Laurens. At the same time, it provides a means by which local, area, and regional entrepreneurs can advance their desire to expand or open a new business. Business concepts eligible for the competition are:

- ◆ New start-up businesses
- ◆ Franchises
- ◆ An expansion or relocation of an existing location from another community.
- ◆ A significant expansion of an existing local business that would branch into an additional business concept

GOALS

- ◆ Innovatively recruit new businesses that will enhance the business mix in downtown Laurens.
- ◆ Highlight available downtown properties and to increase downtown retail occupancy.
- ◆ Provide entrepreneurial businesses with financial assistance to launch their concepts.
- ◆ Create positive buzz about downtown Laurens.
- ◆ Drive consumer traffic to downtown Laurens.
- ◆ Create new permanent leases in downtown Laurens.
- ◆ Generate ideas, leads, and other information to aid our efforts to support job creation and revenue growth.

INCENTIVES

- ◆ Main Street Laurens may award two business up to \$2500 in rental assistance. The award represents a rent supplement to be paid over a 6-12 month period to the property owner, based on the recipient's compliance with certain criteria. The award will be a matching rental assistance up to 50% of the rent amount.
- ◆ Additional in-kind professional services will be provided by local businesses which could include, but not be limited to, accounting, legal, payroll, telephone/internet, signage, office supplies, and advertising.



WINNER'S OBLIGATION

- ◆ The winner will be obligated to meet with a pre-determined CPA to discuss start-up costs, marketing budget and other necessary financials.
- ◆ The winner will be obligated to execute a minimum three-year lease for a street level retail/service/office location at one of three predetermined locations in downtown Laurens, to open to the general public no later than December 31, 2015, and to operate during all normal/customary business hours for the term of the lease.

ELIGIBILITY

- ◆ The contest is open to all legal U.S. residents, 18 years of age or older at the time of submittal of contest entry application.
- ◆ Proposed business can be independent or franchise.
- ◆ If the applicant is a current downtown business owner, application must be with the intent to introduce, open and operate a concept which will offer a new element not promoted in the existing location, or expand upon and highlight an element that would be removed from the existing location.
- ◆ The applicant must be willing, and demonstrate the financial ability, to pay half of the rent each month for the awarded period of time.

OFFICIAL RULES AND REGULATIONS

- ◆ Prizes are not transferable and may not be redeemed for cash and the winner may not request substitutions.
- ◆ Printed business concept proposals submitted for consideration to the contest Selection Committee may not be returned.
- ◆ The Selection Committee will judge all business concept plans, business plans, and other supporting documents submitted by any/all applicants. Decisions, judgments, and selections of the committee are at the discretion of the committee and are final.
- ◆ By participating in the contest, each applicant agrees to these Official Rules and to all decisions of the Selection Committee which are final and binding.



OFFICIAL RULES AND REGULATIONS (*continued*)

- ◆ Main Street Laurens reserves the right to use all participants' names, likenesses, pictures, portraits, voice, biographical information, written submissions, and written or oral statements, for advertising and promotional purposes without additional compensation to participants unless required by law.
- ◆ Main Street Laurens seeks to consider support to any viable business entering the competition whether or not that business wins the Main Street Laurens Jump Start. All entrants with feasible business plans can be contacted with information about available retail property in downtown Laurens.

APPLICATION PROCESS AND PROCEDURES

- ◆ Fill out and submit Main Street Laurens Jump Start Application Form that includes the narrative describing your business concept, and why it would enhance and contribute to the economic welfare of downtown Laurens.
- ◆ Application must be received no later than the end of the business day on Monday, June 15, 2015. Applications and attachments received past that deadline will not be considered.
- ◆ The Selection Committee can choose up to eight (8) applicants as semi-finalists for additional consideration. All other applicants will be informed of their removal from the competition.
- ◆ The semi-finalists can obtain business plan writing assistance from independent third parties, including the Clemson University Small Business Development Center and SCORE (Service Core of Retired Executives), both partners of the U.S. Small Business Administration.
- ◆ The semi-finalists must submit business plans and supporting documents to Main Street Laurens no later than the end of the business day on Wednesday, July 8, 2015. Necessary documents and attachments received past that deadline will not be considered for continuation in the competition.
- ◆ The Selection Committee can choose up to three (3) applicants as finalists for consideration. Finalists will appear before the Selection Committee at a date to be determined to present their respective business concepts and plans, to demonstrate via product or electronic media how the business might be fixtured, displayed, marketed, etc. During this appearance, the finalists must be prepared to answer questions from the panelist and to demonstrate product and business acumen. Finalists will also be required to meet with a pre-determined CPA to discuss budgets, financials and cash flow.



- ◆ Finalists will be required to present a 5-10 minute pitch on their business concept on Thursday, July 23, 2015. Further details provided at a later date. Following the above demonstrations/interviews, the Selection Committee will select one finalist to be notified as the winner.
- ◆ Following the above demonstrations/interviews, the Selection Committee will select one, or possibly two, finalist to be notified as the winner.
- ◆ In the event the winner cannot be reached for notification following a period of fifteen (15) calendar days, that winner will be eliminated from the program. An alternate will be selected to fulfill the role of the winner.

TIMELINE

- ◆ Monday, June 15, 2015
APPLICATIONS DUE TO MAIN STREET LAURENS
- ◆ Monday, June 22, 2015
SEMI-FINALISTS NOTIFIED
- ◆ Wednesday, July 8, 2015
SEMI-FINALISTS BUSINESS PLANS DUE TO MAIN STREET LAURENS
- ◆ Thursday, July 23, 2015
BUSINESS PITCH PRESENTED
- ◆ Friday, July 31, 2015
WINNER ANNOUNCED/NOTIFIED during FINALLY FRIDAY



APPLICATION

Application must be received by Main Street Laurens no later than June 15, 2015 and may be submitted in person at the Main Street Laurens office in the Historic County Courthouse, by mail to PO Box 1736, Laurens SC, 29360, or via email to mail@mainstreetlaurens.org.

CONTACT INFORMATION

Date

Applicant's Name

Mailing Address

Telephone

Cell Phone

Email Address

Please provide similar information (attach separate page) for others who might participate in your business concept or function as co-owners, partners, etc.

Business Information

Proposed Name of Business (if determined at this time)

- Sole Proprietor LLC Partnership Incorporated



BUSINESS CONCEPT DESCRIPTION

Use creativity in the description and include briefly the following information:

- ◆ What are the products or services that would be delivered or sold?
- ◆ Define and describe the market for this business.
- ◆ How will your business enhance downtown Laurens as a whole?
- ◆ What resources and assets do you have and what resources would be needed to develop this concept (personnel, financing, inventory, equipment)?
- ◆ Do you believe you can get capital needed to start your business?
- ◆ What are your qualifications to develop/expand this business?
- ◆ Are there similar business existing in the market and if so, how will you distinguish yours from those?
- ◆ What is unique about your concept, product, service, name, or niche that would “sell” the selection committee on your concept?

Please provide your business concept description: (attach additional page is needed)



By participating in the 2015 Main Street Jump Start, I agree to abide by the Official Rules and to all decisions of the Selection Committee, which are final and binding in all respects.

I also acknowledge and consent to allow Main Street Laurens the right to use my name, likeness, pictures, portraits, voice, biographical information, written submission, and written or oral statements for advertising and promotional purposes without consideration for compensation to me unless required by law.

Should my participation in this competition progress so that I am a finalist, I consent to Main Street Laurens conducting a background reference check on me.

I represent that I am a legal resident of the U.S. and am 18 years of age or older as of the date and time of this submittal.

I have read the Participant Overview outlining the competition rules and eligibility requirements and I attest that all information included in this application and business concept description are true and accurate.

Signature

Date

If sending electronically, the below name will be considered your signature.

Print Name

HOW TO SUBMIT

Electronic Submittal:

Scan and email the signed application to mail@mainstreetlaurens.org with the subject "Main Street Laurens Jump Start"

US Mail:

Main Street Laurens, Attn: Main Street Jump Start, PO Box 1736, Laurens, SC 29360

In Person:

Bring completed & signed application to the Main Street Laurens office on the ground floor of the Historic County Courthouse

Application must be received by Main Street Laurens no later than June 15, 2015.

For additional information, call Main Street Laurens at 864-984-2119