



www.downtownfresno.org/createhere

Downtown Fresno is undergoing a renaissance! We're celebrating with a business plan competition

What is the *Create Here* Business Plan competition?

Create Here is a competition sponsored by the Downtown Fresno Foundation, organized to increase economic development within the city's central business district. \$25,000 in cash prizes is up for grabs among 5 potential competition winners. Additionally, the grand prize winner will receive a package of services donated from local businesses that include marketing, flooring, signage and more!

All semi-finalists and finalists will receive benefits including working with a skilled mentor who will provide business coaching.

Why now?

The Downtown Fresno renaissance we've been waiting for is finally underway! Downtown properties are being purchased and renovated every day, new businesses have opened, and existing businesses are expanding.

The city broke ground on the nation's first High Speed Rail station which will be located in downtown Fresno. Fresno's new Bus Rapid Transit system now connects residents and visitors to downtown. Fulton Street reopened to two-way vehicular traffic in October of 2017, creating a more vibrant main street in the heart of the city.

Downtown Fresno has never been better positioned for investment. This is the most exciting time in this city's recent history and we want you to be part of the fun as we *rethink, rebuild and revive downtown Fresno!*

Who can participate?

We are looking for creators, innovators, visionaries, self-starters, hard workers, believers. In short: entrepreneurs. If you love to create and have a plan to start a new retail or restaurant business or to relocate an existing retail or restaurant business, we want to see you in downtown Fresno.



Why should I apply?

Starting a business is tough work and can be overwhelming. You *could* do it alone, or you could do it with a cash prize for startup expenses, free rent, personalized guidance from an array of business experts, and the patronage of an energized community that supported you throughout the process. Your call.

Prize package includes:

- **Cash Prize**
 - (1) Grand Prize – \$10,000
 - (2) Silver Award – \$5,000
 - (2) Bronze Award – \$2,500
 - (Unlimited) Runner Up
- **\$20,000 television media package on KSEE24/CBS47/YourCentralValley.com**
 - *Customer Needs Analysis (CNA) To Create a Custom Marketing Campaign
 - *Production of 30-Second TV Commercial Custom Created for Create Here 2019 Winner
 - *Production of Web Campaign Assets
 - *Web Campaign Delivering 500,000 impressions
 - *Six (6) In-Studio Interviews on Central Valley Today
 - *Schedule of Television Commercials on KSEE24 (NBC) and CBS47
- **Business Plan Workshops and SCORE Mentor** (Central Valley SCORE)
- **1 Year Free Membership** Business account (Central Valley Community Bank)
- **1 year free membership** (Fresno Chamber of Commerce)
- **75 minute PR consultation** (Fresno State Public Relations)
- **Free Online Ordering app** (Ordrsip)
- **\$1000 in Services** (Marketing, Public Relations, Template Web Site Design, or Graphic Design) (Ivy Public Relations)
- **Flooring options for retail space** (Innovation Commercial Flooring)
- **\$500 in services from DL Signs**

What if I don't win?

Ten (10) competition finalists will work with a mentor who will provide invaluable business coaching and will be available to you even if you're not selected as the winner. Five (5) finalists will be eligible to win additional prize packages for runners up. We will be offering this competition annually and contestants will be welcome to apply again.

Judging Criteria

Projects will be judged by a panel of community stakeholders and business experts. Before the application deadline, we'll be holding gatherings and sharing useful information on our website to help you understand the criteria and present the best application possible.



In order to receive the cash award, awardees must have a lease signed no later than November 25th 2019. Awardees may apply for an extension of up to 2 months in order to comply with this requirement. Sponsor donated prizes for the grand prize winner must be used by March 2nd 2020. The grand prize winner may apply for an extension of up to 2 months to use these services. Any prizes that are not claimed within the allotted time period will be offered to winners in the tier below them.

The following criteria will be applied to determine the winning Creator:

- Improvement to downtown retail mix
- Applicant's experience + investment
- Ability to engage the public
- Whether hours of operation include evening hours
- Ability to capitalize on existing downtown attractions
- Site selection
- Job creation
- 60 second pitch video
- *Create Here* Business Plan

See *Selection Criteria* page for details.



2019 Timeline

April 25th

In partnership with the Downtown Fresno Partnership, the Downtown Fresno Foundation officially relaunches the Create Here Business Plan Competition.

April 26th Applications Open

Visit downtownfresno.org/foundation

April / May / June

Visit downtownfresno.org/foundation to learn how you can start preparing your business plan. Resources and workshop dates from Central Valley SCORE will be available.

July 15th Applications Due

Remember to review business plan competition requirements and submit all materials.

August 15th - Finalists Announced

Up to 10 applicants will be selected

August 16th – September 3rd

Finalists work with assigned SCORE mentors to improve business plans.

September 4th

Revised business plan due

September 18th

Create Here Winner announced
5 Finalists announced

September 25th

Create Here Grand Prize winner press conference and media event

November 25th

Signed lease due

November – December

Design and improvement of storefront

March 2020 Grand Opening

Welcome to Downtown Fresno!

For more information about the Create Here Business Plan Competition, contact us at info@downtownfresno.org.



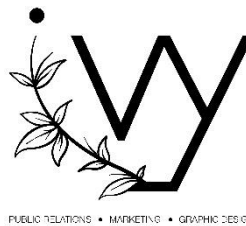
The Downtown Fresno Foundation conducts projects, programs and activities that support economic development, revitalization and community engagement within downtown Fresno's central business district. These projects, programs and activities are undertaken with the goal of strengthening the image, appearance and economic vitality of the city's urban core and they are meant to enhance, enrich and extend the impact of the work being done by the Downtown Fresno Partnership.

Our mission is to enhance our community by providing resources and support for downtown Fresno stakeholders.

Visit www.downtownfresno.org/createhere for more information, program updates, and a complete list of our sponsoring organizations.



Media,
Communications
and Journalism



ordrslip™

Central Valley



845 Fulton Street, Fresno, CA 93721 | 559.490.9966 | downtownfresno.org/createhere

Applicant Information

Name:

Address:

Email:

Cell Phone:

LinkedIn Profile:

Are you 18 years or older?

Yes (Must be 18 years or older to participate)

Proposed Business Information

Business Name:

Business Type:

Sole Proprietor Partnership
 LLC Other:

Business Idea Summary:

What steps have you taken to develop your business idea? *Be specific. Attach details if needed.*

Checklist – Application deadline, Monday, July 15th at 5pm.

The following items must be submitted via mail to *Downtown Fresno Foundation, Attn: Create Here*
845 Fulton Street, Fresno, CA 93721

- Application + non-refundable registration fee: \$50 check payable to *Downtown Fresno Foundation*
- Signed Rules & Regulations
- Signed Participation Release

The following items must be submitted via Dropbox (chris@downtownfresno.org):

- Create Here* Business Plan
- 60 second pitch video
- Applicant's personal resume



RULES & REGULATIONS

1. By submitting an application, applicant agrees to abide by the *Rule & Regulations* of the *Create Here* Business Plan Competition.
2. The Downtown Fresno Foundation reserves the right to accept or reject any submission.
3. Applicant understands that review, evaluation and selection of submitted business plans are made at the discretion of the Downtown Fresno Foundation. All decisions are final.
4. Applicants submitting *Create Here* Business Plan must be 18 years of age or older.
5. Applicant understands that proprietary information will be kept confidential.
6. Business plan must be the original work of the applicant.
7. Business plan should show that this business will contribute to the overall success of downtown Fresno.
8. The Downtown Fresno Foundation reserves the right utilize applicants' names and likeness during the competition period.
9. All semi-finalists and finalists must agree to work closely with an assigned SCORE mentor.
10. All semi-finalists and finalists grant the Downtown Fresno Foundation permission to conduct a credit and background check.
11. Applicant agrees that all risk and expenses incurred by applicant are solely the responsibility of the applicant.
12. Applicant understands that timeline and prize packages are subject to change.
13. Applicant must sign 3-5 year lease if chosen as winner of *Create Here*
14. Should lease term not be completed, winner agrees to reimburse the Downtown Fresno Foundation for funds awarded
15. Downtown Fresno Foundation reserves the right to modify Rules and Regulations at any time during the competition.

Printed name _____

Signature _____ Date _____



PARTICIPATION RELEASE

This agreement is made between the Downtown Fresno Foundation ("Foundation"), a 501 (c) 3 Corporation, in conjunction with the Downtown Fresno Partnership ("Partnership"), a 501 (c) 6 Corporation, and _____, herein after referred to as Participant.

Participant, which for and in consideration of participating in the *Create Here* Business Plan Competition, agrees to the policies and regulations governing said competition and covenants, receipt of which is hereby acknowledged, and hereby agrees to hold harmless, indemnify and defend FOUNDATION and PARTNERSHIP, their officers, officials, employees, agents, vendors, contractors and volunteers from any and all loss, liability, fines, penalties, forfeitures, costs, and damages (whether in contract, tort or strict liability, including but not limited to personal injury, death at any time and property damage) incurred by FOUNDATION or PARTNERSHIP, Participant or any other person, and from any and all claims, demands and actions in law or equity (including attorney's fees and litigation expenses), arising or alleged to have arisen out of or in connection with Participant's involvement in the event and related activities.

Participant's obligations under the preceding sentence shall apply regardless of whether FOUNDATION, PARTNERSHIP, or any of their officers, officials, employees, agents, vendors, contractors, or authorized volunteers are negligent, and shall not apply to any loss, liability, fines, penalties, forfeitures, costs or damages caused solely by the gross negligence, or caused by the willful misconduct, of FOUNDATION or PARTNERSHIP or any of their officers, officials, employees, agents or authorized volunteers.

Participant shall conduct all defenses at his/her/its sole cost. The duty to defend hereunder is wholly independent of and separate from the duty to indemnify and such duty to defend exists regardless of any ultimate liability of Participant. Such defense obligation shall arise immediately upon presentation of a Claim by any party and written notice of such Claim being provided to Participant. Policy limits do not act as a limitation upon the amount of defense and/or indemnification to be provided by Participant. Approval or purchase of any insurance contracts or policies shall in no way relieve from liability nor limit the liability of Participant, its officials, officers, employees, agents, vendors, contractors, volunteers or invitees.

FOUNDATION shall be reimbursed for all costs and attorney's fees incurred by FOUNDATION in enforcing this Agreement. PARTNERSHIP shall be reimbursed for all costs and attorney's fees incurred by PARTNERSHIP in enforcing this Agreement.

This Indemnification and Hold Harmless Agreement shall survive the event.

The undersigned acknowledges that he/she (i) has read and fully understands the content of this indemnification and Hold Harmless Agreement; (ii) is aware that this is a contract between the FOUNDATION in conjunction with PARTNERSHIP and Participant; (iii) has had the opportunity to consult with his/her attorney, in his/her discretion; (iv) is fully aware of the legal consequences of signing this document; and (v) is the Participant or his/her authorized signatory.

DATED: _____

Participant's Signature

Address

Telephone Number

DATED: _____

Downtown Fresno Foundation Representative Signature



SELECTION CRITERIA

Business plans will be judged by a panel of community stakeholders and business experts. The following criteria will be applied to determine a winner:

Improvement to downtown retail mix

Will your business idea be adding a unique product/service and experience to customers? How will your business impact and improve the downtown Fresno business community?

Applicants experience & investment

How prepared are you to execute your Create Here business plan? What is your level of financial investment?

Ability to engage the public

Are you community driven? How well can you engage and communicate your proposed business idea to others? Are you able to manage different communication channels (TV, radio, print and social media)? How will you be an advocate for downtown Fresno?

Site selection

For your chosen location, how will your business add to the existing retail/restaurant mix?

Job creation

How many jobs are you creating?

60 second pitch video

First impressions matter. Show us what you've got!

Create Here Business Plan

The following components must be addressed in your *Create Here* Business Plan:

- Executive Summary – *Fundamental of proposed business*
- General Company Description – *Describe your business. How will your business make a difference in downtown Fresno?*
- Products and Services – *What products/services will you offer?*
- Marketing Plan – *Include market research, product information, customer data, competitor identification, niche placement, strategies, and sales forecasts*
- Operational Plan – *What is the daily operation of your business?*
- Management and Organization – *Who will manage the business? Who makes your business?*
- Hours of Operation – *Will your hours of operation include evenings?*
- Personal Financial Statement
- Startup Expenses and Capitalization
- Financial Plan – *What is your 12-month profit and loss projection? Include a 3yr-5yr forecast*



