



Center City – West Greenville Business Plan Competition Guidelines

1.0 INTRODUCTION:

The priority placed on re-seeding Greenville’s redevelopment areas with home grown, prosperous commercial enterprises is made clear by the adopted Center City - West Greenville Revitalization Plan which includes broad goals of:

“Increasing the economic competitiveness of the revitalization area” and “Repositioning the downtown as a vibrant activity center for the city and region”

As such, the Greenville Redevelopment Commission has authorized the Business Plan Competition in order to provide an incentive to small business owners and other entrepreneurs to create or expand businesses within the Center City - West Greenville Redevelopment Areas {See map}. These guidelines will be used by the Greenville Redevelopment Commission and associated staff in evaluating submissions for the competition.

Applications are typically accepted twice a year. Awards will typically be made within ninety (90) days of submission. The availability of grant funds from year to year is based on continued authorization of the program by the Redevelopment Commission and funding from the Greenville City Council.

2.0 PURPOSE

The purpose of the Business Plan Competition is to provide an economic incentive to small business owners and other entrepreneurs both from within and without the redevelopment areas to create or expand small business enterprises and create jobs within the bounds of the Center City - West Greenville Redevelopment Areas.

3.0 ELIGIBILITY

3.1 Business plan submissions are limited to existing or start-up small businesses that are primarily located, or intend to locate within the boundaries of the Center City - West Greenville Redevelopment Areas.

3.2 Submitting entities must be a for-profit business whose tangible net worth is not in excess of \$7.5 million, and whose average net income after Federal income taxes (excluding any carry-over losses) for the preceding two (2) completed fiscal years is not in excess of \$2.5 million. Businesses must be registered with the North Carolina Secretary of State’s Office.

3.3 All proposals must meet State building code requirements as well as City of Greenville code requirements and must be in conformance with the future zoning requirements specified in the Center City – West Greenville Revitalization Plan.

3.4 City/County taxes for any business or individual requesting grant funds cannot be delinquent. In cases where there are delinquent city/county taxes, the applicant(s) must attach a receipt to show ad valorem taxes are current or must attach a copy of the work-out agreement with the Pitt County Tax Collector’s Office.

- 3.5 Examples of eligible uses of grant funding include:
- Working capital or operating funds
 - Purchase of equipment, commercial use vehicles or machinery
 - Improvements to owner occupied property
 - Leasehold improvements
 - Expansion of business services or products
 - Other uses considered according to business plan

4.0 FUNDING

Provided that funding is available, up to four (4) awards of \$10,000, may be made at the sole discretion of the Redevelopment Commission in each grant cycle.

Typically, grant awards will be distributed equally between the Center City and West Greenville revitalization areas with as many as two awards made to businesses in each area. Business Plan Competition Grant funds are distributed as a zero interest loan forgivable over a three (3) year period at one third (1/3) of the award per year for each year the business operates within the approved area show on the attached map. Failure to comply with the program guidelines or closing of the business will result in efforts to recapture grant funding on a pro-rata basis.

5.0 APPLICATION AND SELECTION

5.1 It is mandatory that those considering entering a submission in the competition enroll in at least three (3) small business seminars provided free of charge by the Greenville office of the Small Business and Technology Development Center (SBTDC), Pitt Community College Small Business Center, or similar business seminars offered by local organizations prior to the submission deadline. Applicants should note that the Redevelopment Commission will take into consideration attendance at business seminars such as those described above as part of the “applicant experience”.

5.2 Business plan submissions must be completed in accordance with the business plan outline, and checklist provided in this package. Incomplete submissions will not be awarded an interview, and will be withdrawn from the competition by the program manager.

5.3 Business plan submissions must be accompanied by the application, security documents and financial information included in this package. Each individual owner of 20% or more of the business must sign the application and associated documents.

5.4 If a submitting application is found to be incomplete the applicant will have one (1) week to turn in all missing information. If all information is received the applicant can proceed with the process. If information remains missing, the application will be rejected, and the applicant may resubmit during the next grant cycle.

5.5 Existing companies submitting applications will be required to provide profit/loss statements, federal income tax statements, three-year projections, and other financial documents as necessary to demonstrate compliance with small business and other eligibility requirements. New companies will be required to provide personal tax records from the previous year, and three-year projections.

5.6 Fully completed submissions turned in by the applicable deadline will receive an interview by a selection subcommittee made up of City staff and Redevelopment Commission members. An interview with the selection committee is scheduled after the application has been submitted, and all criteria have been met. The interview is the final step in the application process. During this interview, selection

committee members will share general comments about the application with the applicant.

5.7 Following the interview, business plans are then brought to the Redevelopment Commission, where the subcommittee will make recommendations based on the business plans, interviews, and provided information.

5.8 All submitting entities will receive notification as to their status. If an applicant is missing information and does not receive an interview, they can reapply during the next cycle. First time applicants that are not selected for funding are required to wait a minimum of six (6) months before applying again. If the applicant is not selected upon their second submission, they must wait twelve (12) months before resubmitting their business plan. (Applicants are eligible to submit business plan proposals for substantially different projects at any time.)

6.0 DISBURSEMENT OF GRANT FUNDS

6.1 Those applicants selected for the business plan award will be required to accept the grant award via the signing of a promissory note within thirty (30) days of award notification. Funds must start to be utilized for the purpose described in the business plan within six (6) months of grant acceptance. The three-year compliance period for this program begins with the date on which the funds are accepted.

EXAMPLE GRANT TIMELINE

6.2 Following the disbursement of funds, recipients will be required to certify each year on or near the anniversary of grant acceptance that they continue to use the granted funds in accordance with their business plan proposal. This requirement remains in effect during the entire three-year compliance period.

6.3 The Redevelopment Commission of Greenville will not make awards to the same business enterprise within a thirty-six (36) month period.

6.4 Applicants who are awarded the grant are asked to attend the next month's Redevelopment Commission meeting to present their project and officially accept the grant.

7.0 SCORING

7.1 Scoring factors that will be taken into consideration by the Redevelopment Commission include:

- **Cash flow** – Evidence that the business venture is or will bring in more revenue than expenditures at the end of an accounting period.
- **Credit History** – Applicant/s should have demonstrated the responsible use of credit either as individuals or for their business ventures. Applicant/s should not have any active liens or judgments on their credit.
- **Employees** - The number of full or part time, low and moderate income employees that the proposed business intends to hire. The income test for this purpose will include any employees whose total annual income in the previous tax year did not exceed 80% of the area median income.
- **Equity** - Level of equity brought by applicant/s to the project. Equity may include cash, real estate, equipment or inventory.
- **Experience** - Applicant's level of experience with the specific business type as well as other general employment, educational and management experience. Attendance at small business seminars such as those described in section 5.1 may be cited in place of or in addition to other formal education or business related experience.

TIMELINE FOR APPLICATION SELECTION		
January 10, 2020	Due Date	Completed business plan and application due by 5:00 PM.
January 21-24, 2020	Applicant Interviews	RDC Selection committee meets with applicants
February 4, 2020	Recommendations	Selection committee makes recommendations and winners are selected.
March 3, 2020	Signatures	Winners sign Promissory note, Deed of Trust, and/or Unified Commercial Code, Contract, Credit Report Authorization form, and New vendor request
September 3, 2020	Last day to request funds	Winners have up to six (6) months to request funds. City policy allows for thirty (30) days for processing payment requests
September 3, 2023	Monitoring	City staff will monitor winners for three (3) years to ensure compliance of program terms.

For more information, please contact:

Betty U. Moseley
252.329.4502
bmoseley@greenvillenc.gov

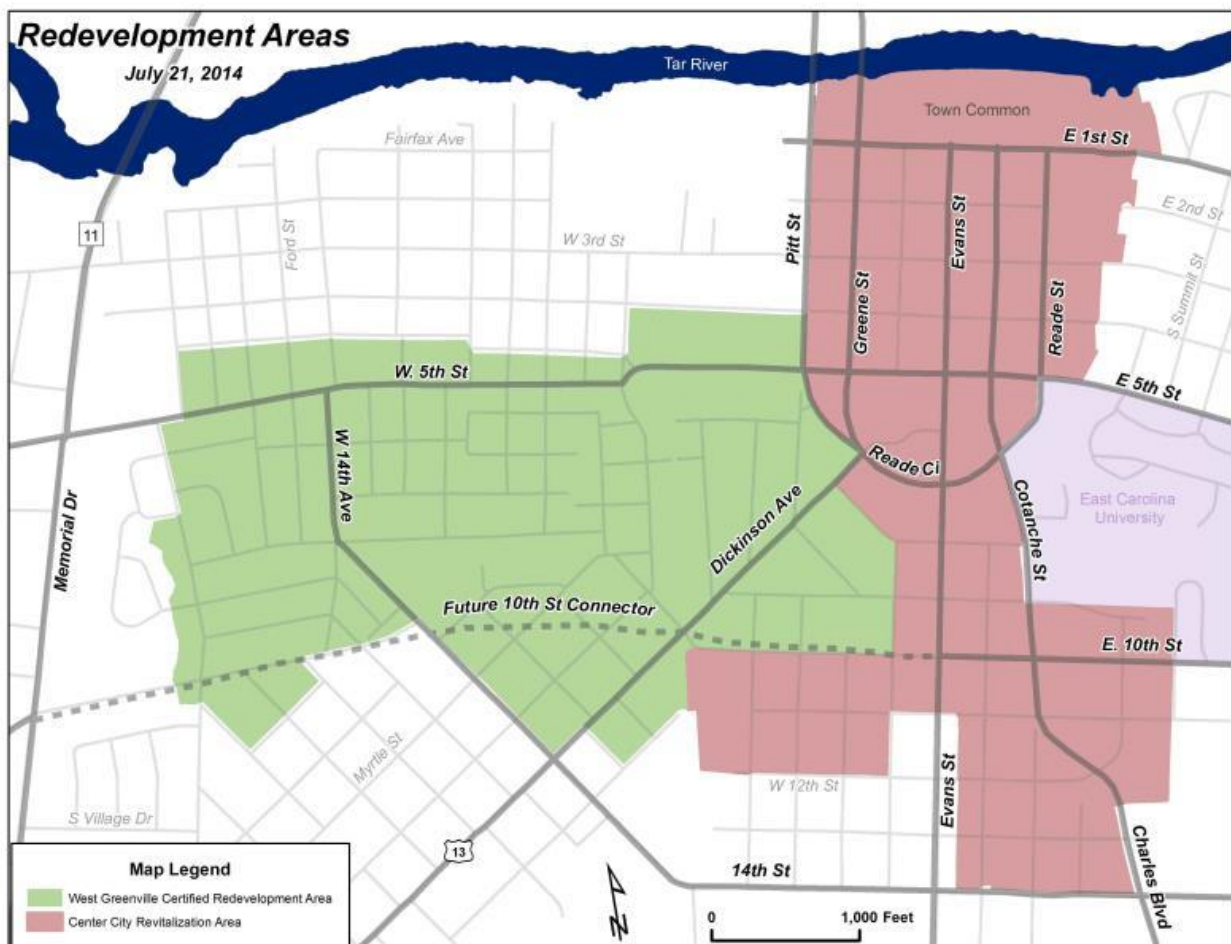
Submit completed application packages to:

Ken A. Graves
City Manager's Office
200 West 5th Street
Greenville, NC 27834



Center City – West Greenville Business Plan Competition Map

Map of Approved Location:





Center City – West Greenville Business Plan Competition Outline

I. Cover Page

- A. Name of company
- B. Company address
- C. Company phone numbers and email
- D. Logo
- E. Names, titles, and addresses of owners
- F. Month and year the plan was completed
- G. Indicate that the plan is "Confidential"

II. Table of Contents

- A. List each section with page numbers, along with all attachments, illustrations and maps.

III. Executive Summary

- A. Brief, one-page summary that represents the various sections of the business plan.

IV. Description of the Business

- A. What does the business do?
- B. Who will be the primary customer group(s)?
- C. What geographic market does your business serve?
If an existing business:
- D. What is the history of the business?
- E. How will your management improve the business?
- F. What changes do you plan to make?

V. The Market Plan

- A. Description of industry
 - 1. Background of industry
 - 2. Current and future industry trends
 - 3. Business fit in industry
- B. Your Market
 - 1. Customer profile and target market
 - 2. Description (socio-economic, demographic, geographic) of market area
 - 3. Size of market
 - 4. Market potential
 - 5. Market trends
- C. Competition
 - 1. Direct Competition - These are businesses that are in the same market area and offer the same product, such as two restaurants or a movie theater and a video rental store.
 - 2. Indirect Competition - These are the businesses that are in the same market area, but offer an alternative to your business, such as a movie theater and a sports arena.
 - 3. Evaluation of Competition - Describe their strengths, weaknesses, size, age, status.
 - 4. Competitive Advantage - Compare your business to the competitors and how each is similar and different. Then describe how your business will offer a unique product or service that will gain and maintain your market share.

- D. What are the strategies to reach your target markets?
 - 1. Market Positioning
 - 2. Marketing Tactics
 - 3. Packaging
 - 4. Pricing
 - 5. Promotion
 - 6. Distribution
 - 7. Advertising
 - 8. Public Relations
 - 9. Customer Service

VI. Management Structure and Organization

- A. Legal form of ownership
- B. Describe your Organizational Structure, and who does what (include a chart if necessary)
- C. Management and Personnel
 - 1. How does your background and business experience help you in this business?
 - 2. Describe your management team.
 - 3. Identify their strengths and weaknesses.
 - 4. What will be their duties and responsibilities?
 - 5. Clearly list their job descriptions.
 - 6. Will you have to train people, and at what cost?
- D. Are there additional resources or advisors?

VII. Business Operations

- A. Location
 - 1. What is your business address and why did you choose that location?
 - 2. Will the building be owned or leased?
 - 3. What are the terms and length of the lease contract?
 - 4. What renovations will be needed and at what cost?
 - 5. Describe the neighborhood (improving, stable, deteriorating)
- B. Licenses and Permits
 - 1. Is your business name registered with the Secretary of State and local county Register of Deeds?
 - 2. How will you be impacted by local zoning ordinances?
 - 3. What other licenses or permits will you be required to obtain?

VIII. Risk Management

- A. What types of insurance will your business need?
- B. How will you recover if your business fails?
- C. How will you repay any business debts if your business fails?

IX. Exit Strategy

- A. How are you planning to get out of your business?
- B. Are you building a business to sell?
- C. Are you building a business to pass on to your heirs?

X. Action Plan

- A. Create a three-year action plan with a timeline listing milestones for the company.

XI. Financial Plan

- A. Start-up investment requirements
 - 1. Start-up costs

2. Business needs / capital equipment list / existing equipment
 3. Source and use of funds statement
- B. Cash Flow Projections
1. Monthly Estimate of revenue and expenses.
 2. Assumptions - Basis for where the numbers come from in the estimates.
 3. Break-even Analysis - when do sales revenues cover expenses?
- C. For Existing Businesses
1. Income Statement, dated within ninety (90) days.
 2. Balance Sheet, dated within ninety (90) days.
 3. Tax returns for the prior three (3) years.
 4. Three-year projections
- D. For New Businesses
1. Personal tax returns for previous year.
 2. Three-year projections for new business.



**Center City – West Greenville
Business Plan Competition Application**

Business Name _____

How did you learn of this program? _____

Street Address _____

City _____ State _____ Zip Code _____

Federal Tax ID # (if incorporated) _____

Type of Business _____

Legal Structure (check one)

☐ C Corporation

☐ S Corporation

☐ Nonprofit Corporation

☐ Legal Partnership

☐ Sole Proprietorship

☐ Limited Liability Corporation

Contact Person(s) _____

Business Phone () _____ Home Phone () _____

E-Mail _____

Number of current employees _____

How many jobs will this plan create? _____

Briefly describe the business for which you are submitting this application:

BUSINESS INFORMATION:

Use of Funds *Total uses should equal total sources.* **Sources of Funds** *Total sources should equal total uses.*

Use of Funds		Source of Funds	
Land and/or Building Purchases	\$	Competition Award	\$
New Building Construction	\$	Owner's Investment	\$
Building Improvements	\$	Working Capital	\$
Machinery and Equipment	\$	Grant	\$
Inventory	\$	Loan:	\$
Other:	\$	Other:	\$

Total Uses \$ _____ **Total Sources** \$ _____

CERTIFICATION AND ACKNOWLEDGMENTS:

Please read the following and complete the information below.

The undersigned hereby certifies that the information contained in this application and related materials are true and correct. The undersigned hereby affirms that he or she does not discriminate on the basis of race, color, religion, national origin, gender, marital status or age.

ATTENDANCE AT BUSINESS SEMINAR

Attendance at small business seminars sponsored by the Small Business Technology Development Center or Pitt Community College Small Business Center are encouraged and may be used to help meet business related experience requirements for this grant program. Please list any seminars recently attended.

Name and sponsor of seminar(s): _____

Dates of seminar(s): _____

RELEASE: The undersigned acknowledges that the City of Greenville is authorized to make all inquiries deemed necessary to verify the accuracy of this statement and to determine the creditworthiness of the applicant(s). Although certain information deemed to be a "trade secret" under the North Carolina General Statutes is privileged, this application and all supporting documentation shall be considered as public record.

Each individual owner of 20% or more of this business must sign below and fill in the other information requested.

Owner 1

Name (print)	
Address	
SSN or TIN	
Date of Birth	Percent of ownership:
Title/Function	
Signature	Date

Owner 2

Name (print)	
Address	
SSN or TIN	
Date of Birth	Percent of ownership:
Title/Function	
Signature	Date

Owner 3

Name (print)	
Address	
SSN or TIN	
Date of Birth	Percent of ownership:
Title/Function	
Signature	Date



Small Business Plan Competition Checklist

When turning in your application please go through the checklist with the advisor for the Small Business Plan Competition, and make sure all the information below is included. If any of the information below is not included, the plan can be rejected by the committee.

- ☐ Application
- ☐ Cover Page
- ☐ Table of Contents
- ☐ Executive Summary
- ☐ Description of Business
- ☐ The Market Plan
- ☐ Management Structure & Organization
- ☐ Business Operations
- ☐ Risk Management
- ☐ Exit Strategy
- ☐ Action Plan
- ☐ Financial Plan
- ☐ Three-year projections
- ☐ Existing Business: income statement, balance sheet, three (3) years of tax returns
- ☐ New Business: personal tax returns for previous year

Applicant

Date

City Official

Date

Submit completed application packages to:

Ken A. Graves
City Manager's Office
200 West 5th Street
Greenville, NC 27834