



## Discussion Items

**TO:** Economic Development Authority  
**FROM:** Deanna Kuennen, Com & Economic Development Director  
**MEETING DATE:** April 15, 2021  
**SUBJECT:** Micro Grant Program – Proposed Modifications

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### BACKGROUND:

In 2019, the EDA approved a new program aimed at supporting entrepreneurial initiatives and small businesses in the Central Business District in Faribault. The Micro Grant Program provided grants in the amount of \$500-\$5,000 to fund a variety of traditional and non-traditional requests specific to individual business needs. This program was funded in 2019 and 2020, and administered by the Faribault Main Street. The program was also included in the 2021 EDA budget in the amount of \$25,000, with an additional \$5,000 for administration fees.

Both the program and the collaboration with the Faribault Main Street have proven to be successful. The Faribault Main Street, after reviewing the previous two-years' worth of grant activity, has proposed minor modifications to the Micro Grant program for 2021. The modifications do not change the intent of the program – but provide some additional clarification based on their experience in administering the program and recruiting businesses to the downtown. The proposed modifications include (and are identified in red on the attached Downtown Micro Grant Program Guidelines):

- Changing the Overview to state that the program supports “innovative ideas or compelling business models for businesses in the Central Business District that hold the prospect of making significant contributions to Faribault’s economic base.”
- Clarifying that any type of commercial business is eligible to apply, as long as they meet the Central Business District zoning requirements.
- Identifying specifically what application materials will be required for Round 1 and Round 2.
- Establishing limits to how many times a business can be awarded funds within a five year period.
- Clarifying that funds cannot be used for general operating costs.

Staff is supportive of these modifications and is supportive of continuing to collaborate with the Faribault Main Street to administer the program, providing Micro Grants to eligible businesses.

**REQUESTED ACTION:**

Staff recommends the EDA approve Resolution 2021-02 modifying the guidelines, allocating \$25,000 to the Downtown Micro Grant program in 2021, and providing \$5,000 in loan administration fees to the Faribault Main Street.

**ATTACHMENTS:**

- Resolution 2021-02
- Downtown Micro-Grant Program Guidelines - *modified*
- Updated Faribault Main Street 2021 Business Challenge Rules and Process Draft
- Updated 2021 Main Street Micro Grant Entry Form

# Downtown Micro-Grant Program Guidelines

Modified April 2021 via Resolution 2021-02

## Overview

The Downtown Micro-Grant Program supports ***innovative ideas or compelling business models for businesses in the Central Business District that hold the prospect of making significant contributions to Faribault's economic base.*** ~~entrepreneurial initiatives and small businesses in the Central Business District in Faribault.~~ The program is designed to fund a variety of traditional and non-traditional requests specific to the individual business needs. By assisting with these funding requests, the program partners are hopeful this will continue to spur economic growth and business ventures in Faribault's Historic Downtown.

Funding for the Micro-Grant program is made available through the Faribault Economic Development Authority. The Faribault Main Street will provide program marketing and administration.

Annually, grant application cycles and deadlines will be announced. All eligible businesses and entrepreneurs are encouraged to apply.

## Grant Criteria and Application Requirements

***Any type of commercial business is eligible, provided that it fits within existing Downtown Zoning (Central Business District) requirements. Certain types of businesses may earn additional points based on whether the business will fill an identified downtown need. Businesses must demonstrate that they can provide at least a 50-percent cash match or total project costs.***

To qualify for this program, the business must be located in the City of Faribault. In addition, the business must have:

- ~~Location within the Central Business District of Faribault~~
- ~~A completed business plan~~
- ~~A business need / idea that can be achieved with the grant funding~~
- ~~Estimates for products and services~~

***To be considered for funding, an interested*** Business must submit the following required documents:

### **Round 1:**

- Completed Application/***Entry Form***
- ***Single-Page Project Summary to include:***
  - ***Name of proposed business***
  - ***Perceived market opportunity***
  - ***How the business will take advantage of perceived market opportunity***
  - ***How the business will fit into the existing mix of downtown businesses***
  - ***Type of service or merchandise***
  - ***Owner qualifications***
  - ***Current business model***

- **1-2 sentences on how the Micro Grant funds will be used if awarded**

### **Round 2:**

- **Detailed business plan not to exceed 30 pages to include**
  - **Executive Summary**
  - **Business Description**
  - **Timeline**
  - **Competition/Market Analysis**
  - **Marketing Plan**
  - **Management Plan**
  - **Financial Plan – including 12+ months financial projections, Profit/Loss Balance Sheet for previous 12 months (if available)**
  - **Resume(s) of Owner(s) plus 2 professional references**
  - **Downtown Needs – describing how business will complement/enhance the existing business downtown**
  - **COVID-19 readiness tactics**
  - **Written estimates for products and services outlined in the Application**
- **Additional information upon request**
  - ~~Current Business Plan~~
  - ~~Financial Projections for 12+ months~~
  - ~~Profit and Loss Balance sheet for previous 12 months (if available)~~

Prior to submitting a grant application, the applicant is encouraged to access all available resources. Resources available include:

- ~~Small Business Development Center~~
- ~~Faribault Area Chamber of Commerce~~
- ~~SCORE / US Small Business Administration (SBA)~~

## Grant Amounts

Total grant awards will range from \$500 to \$5,000 per applicant.

***Businesses may apply more than once. However, priority funding will be given to applicants who have not received more than two (2) awards in a five (5)-year period. Businesses that retain similar ownership and similar business model but have changed names will not be considered a separate business.***

## Equity/Guarantee Requirements

Businesses must demonstrate at least a 50% cash match of the total project costs. A grant agreement and promissory note will be required to ensure funds are utilized as outlined in the application.

## Ineligible Business

- Nonprofits
- Gambling Organizations

- Lending or Investment
- Land and property held primarily for sale or investment
- Business operating for 10 or more years

## Ineligible Projects

- Management Fees
- Financing or Legal Costs and Fees
- Franchise Fees
- Debt Consolidation
- Moving Costs
- **General operating funds**

## Procedure

### Review Process and Evaluation

**Any commercial business that meets the zoning requirements in the downtown, and** all local businesses within the Central Business District of Faribault that have not been in operation for more than 10 years, are encouraged to apply. The application period will be announced annually with the grant cycle. Applications will be accepted during that time. There can only be one project per business at a time, with an application and business proposal not to exceed \$5,000.

The Faribault Main Street will be responsible for administering all aspects of the Downtown Micro-Grant Program, including marketing, application intake and review, loan processing, and program compliance. The Faribault Main Street will make a recommendation to the EDA for funding – each grant cycle.

The following criteria will be used to evaluate applications:

- Does this project benefit the Downtown Central Business District and meet the priorities and strategic initiatives of the Faribault Economic Development Authority and Faribault Main Street?
- How will this project contribute to the business, what are the anticipated outcomes, and what is the overall need for the grant funding?
- Is this project feasible given the timeline and budget for implementation?

## Grant Agreement

Payment will be made directly to the business **from the EDA**. If funds will not be spent according to the approved application, and comply with the 1-year deadline, the business must notify Faribault Main Street and request a change order. The Faribault Main Street will review the change order request and seek approval from the Economic Development Authority. If the grant is not spent according to the approved application, the applicant will be responsible for repayment of the grant.

## Reporting

Within 12 months of receiving the grant (or as soon as funds are expended), the business will submit a report to the Faribault Main Street on how the funds were used. Projects must be completed within a year of receiving micro-grant funding. This report will include:

- Photos of the project
- A written report of how the funds were utilized and the impact of the funds

## Contact

**Faribault Main Street**

Kelly Nygaard

**Economic Development Authority**

Deanna Kuennen



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Modified April 2021 via Resolution 2021-02

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- **1-2 sentences on how the Micro Grant funds will be used if awarded**

### **Round 2:**

- **Detailed business plan not to exceed 30 pages to include**
  - **Executive Summary**
  - **Business Description**
  - **Timeline**
  - **Competition/Market Analysis**
  - **Marketing Plan**
  - **Management Plan**
  - **Financial Plan – including 12+ months financial projections, Profit/Loss Balance Sheet for previous 12 months (if available)**
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## Reporting

Within 12 months of receiving the grant (or as soon as funds are expended), the business will submit a report to the Faribault Main Street on how the funds were used. Projects must be completed within a year of receiving micro-grant funding. This report will include:

- Photos of the project
- A written report of how the funds were utilized and the impact of the funds

## Contact

**Faribault Main Street**

Kelly Nygaard

**Economic Development Authority**

Deanna Kuennen



## FARIBAULT MAIN STREET 2021 DOWNTOWN MICRO GRANT

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The Faribault Area Chamber of Commerce in partnership with the Faribault Economic Development Authority manages the Downtown Micro Grant program.

**A. Eligibility:** Must 18 years of age or older and interested in starting, relocating, or significantly expanding a business, in the Main Street District of Faribault by September of 2021.

Any type of commercial business is eligible, provided that it fits within existing Downtown Zoning requirements. Certain types of business can earn additional point based on current downtown needs. Businesses must demonstrate at least a 50% cash match or total project costs.

Our goal is to support innovative ideas or compelling business models that hold the prospect of making significant contributions to Faribault's economic base.

Ineligible Businesses: nonprofits, gambling organizations, lending or investments, land and property held primarily for sale or investment, business operating for 10 or more years.

Ineligible Projects: Management fees, financing or legal costs and fees, franchise fees, debt consolidation, moving costs, general operating dollars.

Please refer to the Business Plan Evaluation Form for additional details.

Award: Accepted applicants will receive between \$500 to \$5000. Business may apply more than once. However, priority funding will be given to applicants who have not received more than 2 awards in a 5 year period. Businesses that retain similar ownership and similar business model but have changed names will not be considered a separate business.

**B. Application Process:** the business review process will be comprised of two rounds with an optional 3<sup>rd</sup> round.

1. Round 1: Preliminary business idea. - Due May 1, 2021

Applicant will submit a preliminary business idea to the reviewing committee.

Applicants must submit the following:

1. Micro Grant entry form

2. A single 8-1/2" by 11" page containing:

- Name of proposed business
- 1 paragraph description of the proposed business
- Summary, not exceeding 1 page, explaining the perceived market opportunity, how the business will take advantage of that opportunity, and how the business will fit into the existing mix of downtown businesses. Describe type of service, or merchandise, owner qualifications. Existing businesses should explain their current business model and identify how these dollars would allow them to enhance or grow.
- 1-2 sentences of how the Micro Grant funds would be used if awarded (examples: signage, point of sale systems, website/ e-commerce build up, etc)

2. Round 2 : Detailed Business Plan – Due June 1, 2021

All Applicants will be offered a mentor/coach and free business plan counseling from the SBDC office at the Chamber.

Applicants will submit a detailed business plan to the reviewing committee, not to exceed 30 pages, and to include the followings sections:

- a) Executive summary
- b) Business Description
- c) Timeline
- d) Competition/Market Analysis
- e) Marketing Plan
- f) Management Plan – challenges, opportunities, strategies.
- g) Financial Plan- including financial projections for 12+ months, and Profit and Loss Balance Sheet for previous 12 months (If available)
- h) Resume(s) of Owner(s) + two professional references

- i) Downtown Needs – describe how your business will complement/enhance the existing businesses downtown.
- j) COVID-19 -readiness tactics to meet COVID-19 Guidelines and strategic changes
- k) Written estimates for products and services outlined in the Application

Please refer to the Business Plan scoring Sheet for Additional details to submit a detailed business plan.

Awards will be made based on a set of pre-determined criteria.

If judges determine that additional information is needed, or there is an abundance of applications, there is an optional Round 3 with oral presentation.

### 3. Round 3: Oral presentation (Optional Round) – on or about July 15, 2021

- This round is optional, and need will be determined by Faribault Main Street.

Finalists will make a 15 minutes presentation of their business plan before the judge's panel and respond to questions.

Micro Grant recipients will be determined based on all 3 rounds.

### **C. Judging**

1. A panel of judges will evaluate each business idea, business plan and oral presentation based upon set of criteria listed on the Business Plan Scoring Sheet.
2. The Judges reserve the right to accept or reject any and/or all business plans at their sole discretion.
3. Participants retain rights to their business plan at all times.
4. All decisions by judges are final.
5. Program sponsors reserve a right to modify the timeline at their sole discretion.
6. Program sponsors reserve a right to modify the scoresheet at their sole discretion.
7. All submissions will remain confidential. If a Micro Grant recipient is determined, a public announcement will be made naming the recipient, business name and description of that business.

### **D. Judges Panel**

Judges panel will be comprised of mix of local professionals in business, banking and sponsors.

### **E. How to apply**

To apply, please contact Faribault Chamber of Commerce.

507.334.4381 or [kelly@faribaultmn.org](mailto:kelly@faribaultmn.org)

### **F. Submissions:**

All submission to be submitted via mail or e-mail to:

Attn: Kelly Nygaard

Faribault Main Street Downtown Business Challenge

Faribault Chamber of Commerce

530 Wilson Ave

Faribault, MN 22021

[kelly@faribaultmn.org](mailto:kelly@faribaultmn.org)

\*Applicant required to verify receipt of entry\*

### **G.) Contact Fulfillment**

A signed personal guarantee will be required to ensure that funds are spent as outlined in the application. Once a business has been approved for a grant, the business will execute a grant agreement with the Faribault EDA. Payment will then be made directly to the business. If funds are not going to be spent according to the approved application, and comply with the stated timeline, the beneficiary must notify Main Street and EDA staff for re-approval of the project. If the grant is not spent according to the approved application, a personal guarantee and claw back policy will be in effect. The business owner will be personally responsible for repayment of the grant.

Within 12 months of receiving a grant (or as soon as funds are expended), the business will report to Faribault Main Street/ Faribault EDA on how it used the funds. Projects must be completed within a year of receiving micro-grant funding. This report will include: 1. Photos of the project (these could be used in Main Street/ EDA marketing materials) 2. A written report of

how the business used the funds, the impact of the funds on the business, and a testimonial statement that Faribault Main Street/ the EDA may use in marketing materials.

**Faribault Business Plan Evaluation Form**

Business Name: \_\_\_\_\_

Applicant Name: \_\_\_\_\_

Disqualifications Criteria:

- Business plan is more than 30 pages.
- Plan was not submitted with applications.
- Proposed business location is outside of the Main Street District.

<b>Evaluation Criteria</b>			
<b>Round 1</b>			
Name of proposed business			
Description			
Summary			
<b>Total for Round 1</b>			
<b>Round 2</b>			
Executive summary – clear and concise, 1 page max			
Business description: Describes business idea completely and accurately Lists space requirements for business Lists potential Downtown locations with justifications that realistically fits business needs Lists appropriate business hours and staffing Business complements existing mix			
Timeline			
Market Analysis Demonstrates clear knowledge of target demographics, market trends, competition Identifies potential competition and demonstrates differences and advantages over competition			
Marketing Plan Clearly identifies proposed target market Market is of sufficient size to support business Includes Advertising campaign			

Has a promotional strategy to create awareness	
Management Plan Outlines managerial roles & responsibilities Lists credible resources for legal, accounting, banking, marketing, and other business services which applicant has not expertise in	

Financial Plan Explains how grant money will be used Includes pro-forma income projections for next three years Shows break-even point Accurately assesses expenses Shows cash-flow Demonstrates sufficient financial resources for startup/ continued operation Financial Projections for 12+ months Profit/Loss Balance Sheet for previous 12 months (If available)	
Resumes(s) of Owner(s) Demonstrates sufficient knowledge and experience to run the business Includes references	
Downtown Needs Explanation of how the new business will benefit the Downton area and fit with existing downtown businesses	
<b>Total for Round 2</b>	
<b>COVID-19</b>	
Readiness tactics to meet COVID-19 Guidelines (if applicable)	
<b>Round 3 (Optional)</b>	
presentation	
Q&A	
<b>Total Round 3</b>	
<b>Total</b>	



# *Faribault Main Street* **DOWNTOWN MICRO GRANT** **APPLICATION**

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The Faribault Area Chamber of Commerce in partnership with the Faribault Economic Development Authority is excited to announce the Downtown Micro Grant program.

## Application Form

Applicant Name(s) \_\_\_\_\_

Business Name \_\_\_\_\_

Current Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email Address \_\_\_\_\_

Phone Number \_\_\_\_\_

I/we, the applicant, understand that no materials submitted for this business plan contest will be disclosed to any person or company, except as deemed necessary to evaluate them for purposes of the Micro Grant review process. All materials submitted will remain the intellectual property of the applicant and all copies of said materials will be returned to the applicant upon request. I/we understand that the judges' decision is final.

**Applicant** \_\_\_\_\_ **Date** \_\_\_\_\_

**Applicant** \_\_\_\_\_ **Date** \_\_\_\_\_

**Application Deadline: May 1, 2021**

Attach your short narrative - <b>no more than one page!</b>
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## Entry Materials

Applicants must submit the following:

1. Contest entry form
2. A single 8 ½ x 11 page containing
  - a. Name of proposed business
  - b. 1-2 sentence description of the proposed business
  - c. 1-2 paragraph summary explaining the perceived market opportunity, how the business will take advantage of that opportunity.
  - d. 1-2 sentences of how the Micro Grant funds would be used if awarded
  - e. List amount you are applying for. Accepted applicants will receive between \$500 to \$5000

Applications must be submitted by May 1, 2021 to Faribault Main Street c/o Faribault Area Chamber of Commerce and Tourism attn. Kelly Nygaard. E-mail to [kelly@faribaultmn.org](mailto:kelly@faribaultmn.org) (confirm delivery) or hard copy to the office; 530 Wilson Avenue, Faribault, MN 55021. Late applications will not be accepted. Faribault Main Street reserves the right to make changes to the Micro Grant program at any time, without notice.

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Applicants are strongly encouraged to utilize the **free** Small Business Development Center (SBDC) counseling available through the Faribault Area Chamber of Commerce and Tourism. This is an opportunity to meet with a business consultant to have your business or pre-venture questions answered and discuss the challenges and opportunities of business ownership.

For more information, please visit: [www.faribaultmn.org](http://www.faribaultmn.org)

**Questions? Contact:**

**Kelly Nygaard**

**[kelly@faribaultmn.org](mailto:kelly@faribaultmn.org)**

**Faribault Area Chamber of Commerce and Tourism**

**507-334-4381**



## **Resolution 2021-02**

### **APPROVING MODIFICATIONS TO THE DOWNTOWN MICRO-GRANT PROGRAM**

WHEREAS, the City Council adopted Community Vision 2040 in 2015 – a long term vision for the community; and

WHEREAS, Community Vision 2040 provides a framework to help ensure success of the community; and

WHEREAS, “thriving economic development” is one of the strategic priorities identified in the vision – with the specific goal of developing a comprehensive business incentive package to attract, retain, and grow quality businesses and industries; and

WHEREAS, as a means to further the community vision, support entrepreneurialism, encourage investment, and leverage business retention and expansion in the Central Business District the Economic Development Authority has provided \$25,000 in budget years 2019 and 2020, and earmarked \$25,000 from the approved 2021 Program Fund Budget to be dedicated to a program focused on financial support of downtown commercial businesses; and

WHEREAS, the Economic Development Authority has reviewed the following Downtown Micro-Grant Program Policy as modified and set forth in Exhibit “A” and desires to adopt such policy.

NOW, THEREFORE, BE IT RESOLVED, by the Economic Development Authority for the City of Faribault, Minnesota that the recitals and exhibits set forth in this Resolution are incorporated into and made a part of this Resolution.

BE IT FURTHER RESOLVED, by the Economic Development Authority for the City of Faribault, Minnesota that the Economic Development Authority adopts the following updated and modified Downtown Micro-Grant Program Policy, as essentially set forth and attached in Exhibit “A”.

BE IT FURTHER RESOLVED, by the Economic Development Authority for the City of Faribault, Minnesota that the Economic Development Authority authorizes the Faribault Main Street to administer the program on behalf of the Authority for a fee of \$5,000.

BE IT FINALLY RESOLVED, by the Economic Development Authority for the City of Faribault, Minnesota that the Community and Economic Development staff and consultants are hereby authorized and directed to take all additional steps and actions necessary or convenient in order to accomplish the intent of this Resolution.

**ADOPTED: April 15, 2021**

ATTEST:

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Rodney Gramse, President

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Dave Albers, Secretary

## EXHIBIT A



## FARIBAULT MAIN STREET 2021 DOWNTOWN MICRO GRANT

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- g) Financial Plan- including financial projections for 12+ months, and Profit and Loss Balance Sheet for previous 12 months (If available)
- h) Resume(s) of Owner(s) + two professional references

- i) Downtown Needs – describe how your business will complement/enhance the existing businesses downtown.
- j) COVID-19 -readiness tactics to meet COVID-19 Guidelines and strategic changes
- k) Written estimates for products and services outlined in the Application

Please refer to the Business Plan scoring Sheet for Additional details to submit a detailed business plan.

Awards will be made based on a set of pre-determined criteria.

If judges determine that additional information is needed, or there is an abundance of applications, there is an optional Round 3 with oral presentation.

### 3. Round 3: Oral presentation (Optional Round) – on or about July 15, 2021

- This round is optional, and need will be determined by Faribault Main Street.

Finalists will make a 15 minutes presentation of their business plan before the judge's panel and respond to questions.

Micro Grant recipients will be determined based on all 3 rounds.

### **C. Judging**

1. A panel of judges will evaluate each business idea, business plan and oral presentation based upon set of criteria listed on the Business Plan Scoring Sheet.
2. The Judges reserve the right to accept or reject any and/or all business plans at their sole discretion.
3. Participants retain rights to their business plan at all times.
4. All decisions by judges are final.
5. Program sponsors reserve a right to modify the timeline at their sole discretion.
6. Program sponsors reserve a right to modify the scoresheet at their sole discretion.
7. All submissions will remain confidential. If a Micro Grant recipient is determined, a public announcement will be made naming the recipient, business name and description of that business.

### **D. Judges Panel**

Judges panel will be comprised of mix of local professionals in business, banking and sponsors.

### **E. How to apply**

To apply, please contact Faribault Chamber of Commerce.

507.334.4381 or [kelly@faribaultmn.org](mailto:kelly@faribaultmn.org)

### **F. Submissions:**

All submission to be submitted via mail or e-mail to:

Attn: Kelly Nygaard

Faribault Main Street Downtown Business Challenge

Faribault Chamber of Commerce

530 Wilson Ave

Faribault, MN 22021

[kelly@faribaultmn.org](mailto:kelly@faribaultmn.org)

\*Applicant required to verify receipt of entry\*

### **G.) Contact Fulfillment**

A signed personal guarantee will be required to ensure that funds are spent as outlined in the application. Once a business has been approved for a grant, the business will execute a grant agreement with the Faribault EDA. Payment will then be made directly to the business. If funds are not going to be spent according to the approved application, and comply with the stated timeline, the beneficiary must notify Main Street and EDA staff for re-approval of the project. If the grant is not spent according to the approved application, a personal guarantee and claw back policy will be in effect. The business owner will be personally responsible for repayment of the grant.

Within 12 months of receiving a grant (or as soon as funds are expended), the business will report to Faribault Main Street/ Faribault EDA on how it used the funds. Projects must be completed within a year of receiving micro-grant funding. This report will include: 1. Photos of the project (these could be used in Main Street/ EDA marketing materials) 2. A written report of

how the business used the funds, the impact of the funds on the business, and a testimonial statement that Faribault Main Street/ the EDA may use in marketing materials.

**Faribault Business Plan Evaluation Form**

Business Name: \_\_\_\_\_

Applicant Name: \_\_\_\_\_

Disqualifications Criteria:

- Business plan is more than 30 pages.
- Plan was not submitted with applications.
- Proposed business location is outside of the Main Street District.

<b>Evaluation Criteria</b>		
<b>Round 1</b>		
Name of proposed business		
Description		
Summary		
<b>Total for Round 1</b>		
<b>Round 2</b>		
Executive summary – clear and concise, 1 page max		
Business description: Describes business idea completely and accurately Lists space requirements for business Lists potential Downtown locations with justifications that realistically fits business needs Lists appropriate business hours and staffing Business complements existing mix		
Timeline		
Market Analysis Demonstrates clear knowledge of target demographics, market trends, competition Identifies potential competition and demonstrates differences and advantages over competition		
Marketing Plan Clearly identifies proposed target market Market is of sufficient size to support business Includes Advertising campaign		

Has a promotional strategy to create awareness	
Management Plan Outlines managerial roles & responsibilities Lists credible resources for legal, accounting, banking, marketing, and other business services which applicant has not expertise in	

Financial Plan Explains how grant money will be used Includes pro-forma income projections for next three years Shows break-even point Accurately assesses expenses Shows cash-flow Demonstrates sufficient financial resources for startup/ continued operation Financial Projections for 12+ months Profit/Loss Balance Sheet for previous 12 months (If available)	
Resumes(s) of Owner(s) Demonstrates sufficient knowledge and experience to run the business Includes references	
Downtown Needs Explanation of how the new business will benefit the Downton area and fit with existing downtown businesses	
<b>Total for Round 2</b>	
<b>COVID-19</b>	
Readiness tactics to meet COVID-19 Guidelines (if applicable)	
<b>Round 3 (Optional)</b>	
presentation	
Q&A	
<b>Total Round 3</b>	
<b>Total</b>	



# *Faribault Main Street* **DOWNTOWN MICRO GRANT** **APPLICATION**

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The Faribault Area Chamber of Commerce in partnership with the Faribault Economic Development Authority is excited to announce the Downtown Micro Grant program.

## Application Form

Applicant Name(s) \_\_\_\_\_

Business Name \_\_\_\_\_

Current Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email Address \_\_\_\_\_

Phone Number \_\_\_\_\_

I/we, the applicant, understand that no materials submitted for this business plan contest will be disclosed to any person or company, except as deemed necessary to evaluate them for purposes of the Micro Grant review process. All materials submitted will remain the intellectual property of the applicant and all copies of said materials will be returned to the applicant upon request. I/we understand that the judges' decision is final.

**Applicant** \_\_\_\_\_ **Date** \_\_\_\_\_

**Applicant** \_\_\_\_\_ **Date** \_\_\_\_\_

**Application Deadline: May 1, 2021**

Attach your short narrative - <b>no more than one page!</b>
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## Entry Materials

Applicants must submit the following:

1. Contest entry form
2. A single 8 ½ x 11 page containing
  - a. Name of proposed business
  - b. 1-2 sentence description of the proposed business
  - c. 1-2 paragraph summary explaining the perceived market opportunity, how the business will take advantage of that opportunity.
  - d. 1-2 sentences of how the Micro Grant funds would be used if awarded
  - e. List amount you are applying for. Accepted applicants will receive between \$500 to \$5000

Applications must be submitted by May 1, 2021 to Faribault Main Street c/o Faribault Area Chamber of Commerce and Tourism attn. Kelly Nygaard. E-mail to [kelly@faribaultmn.org](mailto:kelly@faribaultmn.org) (confirm delivery) or hard copy to the office; 530 Wilson Avenue, Faribault, MN 55021. Late applications will not be accepted. Faribault Main Street reserves the right to make changes to the Micro Grant program at any time, without notice.

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Applicants are strongly encouraged to utilize the **free** Small Business Development Center (SBDC) counseling available through the Faribault Area Chamber of Commerce and Tourism. This is an opportunity to meet with a business consultant to have your business or pre-venture questions answered and discuss the challenges and opportunities of business ownership.

For more information, please visit: [www.faribaultmn.org](http://www.faribaultmn.org)

**Questions? Contact:**

**Kelly Nygaard**

**[kelly@faribaultmn.org](mailto:kelly@faribaultmn.org)**

**Faribault Area Chamber of Commerce and Tourism**

**507-334-4381**



## **Resolution 2021-02**

### **APPROVING MODIFICATIONS TO THE DOWNTOWN MICRO-GRANT PROGRAM**

WHEREAS, the City Council adopted Community Vision 2040 in 2015 – a long term vision for the community; and

WHEREAS, Community Vision 2040 provides a framework to help ensure success of the community; and

WHEREAS, “thriving economic development” is one of the strategic priorities identified in the vision – with the specific goal of developing a comprehensive business incentive package to attract, retain, and grow quality businesses and industries; and

WHEREAS, as a means to further the community vision, support entrepreneurialism, encourage investment, and leverage business retention and expansion in the Central Business District the Economic Development Authority has provided \$25,000 in budget years 2019 and 2020, and earmarked \$25,000 from the approved 2021 Program Fund Budget to be dedicated to a program focused on financial support of downtown commercial businesses; and

WHEREAS, the Economic Development Authority has reviewed the following Downtown Micro-Grant Program Policy as modified and set forth in Exhibit “A” and desires to adopt such policy.

NOW, THEREFORE, BE IT RESOLVED, by the Economic Development Authority for the City of Faribault, Minnesota that the recitals and exhibits set forth in this Resolution are incorporated into and made a part of this Resolution.

BE IT FURTHER RESOLVED, by the Economic Development Authority for the City of Faribault, Minnesota that the Economic Development Authority adopts the following updated and modified Downtown Micro-Grant Program Policy, as essentially set forth and attached in Exhibit “A”.

BE IT FURTHER RESOLVED, by the Economic Development Authority for the City of Faribault, Minnesota that the Economic Development Authority authorizes the Faribault Main Street to administer the program on behalf of the Authority for a fee of \$5,000.

BE IT FINALLY RESOLVED, by the Economic Development Authority for the City of Faribault, Minnesota that the Community and Economic Development staff and consultants are hereby authorized and directed to take all additional steps and actions necessary or convenient in order to accomplish the intent of this Resolution.

**ADOPTED: April 15, 2021**

ATTEST:

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Rodney Gramse, President

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Dave Albers, Secretary

## EXHIBIT A