



www.downtownfresno.org/createhere

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. All semi-finalists and finalists will receive benefits including working with a skilled mentor who will provide coaching to help refine and improve your business plan.

COVID-19 Adaptability

The economic disruptions as a result of the COVID-19 pandemic represent an unprecedented challenge for businesses in Downtown Fresno and throughout the world. In response to this reality, this year's competition will put a premium on business plans that account for these disruptions, and are able to pivot to online sales, delivery, or are otherwise able to operate effectively given the current circumstances.

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, restaurant or manufacturing business or to relocate an existing 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

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.

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.

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

- Improvement to downtown business mix
- Applicant's experience + investment
- Ability to engage the public
- Ability to adapt to economic disruptions as a result of the pandemic
- Whether hours of operation include evening hours
- Site selection
- Job creation
- 60 second pitch video
- Viability of Business Plan

See *Selection Criteria* page for details.



Timeline

August 5th 2020

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

August 10th Applications Open

Visit www.downtownfresno.org/createhere to fill out the pre-application and learn about valuable resources to help you create your business plan

August 10th – October 7th

Application window remains open as applicants develop their business plans. Downtown Fresno Partnership staff are available to meet to give feedback during this time. Please contact daniel@downtownfresno.org to schedule an appointment.

October 7th

Applications due at 11:59pm on October 7th

Application Checklist

The following items must be submitted via email to daniel@downtownfresno.org:

- Signed Application
- Signed Rules & Regulations
- Signed Participation Release
- Create Here* Business Plan
- 60 second pitch video
- Applicant's personal resume

October 23rd

Finalists Announced. Up to 10 applicants will be selected

October 24th – December 2nd

Finalists continue to work to improve business plans.

December 3rd

Finalized business plans must be submitted by 11:59pm on December 3rd. Business plans must be emailed to daniel@downtownfresno.org.

January 6th

Create Here Winners announced



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.*

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 grant the Downtown Fresno Foundation permission to conduct a credit and background check.
10. Applicant agrees that all risk and expenses incurred by applicant are solely the responsibility of the applicant.
11. Applicant understands that timeline and prize packages are subject to change.
12. Applicant must sign 3-5 year lease if chosen as winner of Create Here
13. Should lease term not be completed, winner agrees to reimburse the Downtown Fresno Foundation for funds awarded
14. 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*
- COVID Adaptability – *How do you plan to stay in business during the pandemic?*
- 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.*



