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| **Downtown Raleigh Pop-Up Grant Application** | |
| **Return Application To:** | Roxanne Lundy  Downtown Raleigh Alliance  [RoxanneLundy@DowntownRaleigh.org](mailto:RoxanneLundy@DowntownRaleigh.org)  (919) 821-6977 |
| **Applicant Summary** | |
| Date of application: |  |
| Name of business: |  |
| Address of business: |  |
| Contact person name: |  |
| Contact person email address: |  |
| Contact person phone #: |  |
| **Business Information** | |
| Business Tax ID #: |  |
| Description of pop-up concept: |  |
| Length and expiration of lease: |  |
| Square footage of space: |  |
| Days / hours of operation: |  |
| Number of employees: |  |
| Projected sales per square foot (if known): |  |
| Target customers: |  |
| **Financial Costs and Assistance** | |
| Total upfit cost: |  |
| Projected time for upfit completion: |  |
| Target date for opening of store: |  |
| Other sources of financing: |  |
| Any pending litigation against applicant/owner? If yes, please explain |  |

**Checklist of Required Attachments:**

Email completed application and required documentation to Roxanne Lundy at [RoxanneLundy@DowntownRaleigh.org](mailto:RoxanneLundy@DowntownRaleigh.org).

* Completed application
* Business plan for the pop-up venture
  + Concept description and target market
  + Funding description for the venture and cash flow pro forma
  + Proposed timeline for upfit and projected opening date
* Detailed description and cost sheet for upfit and stand-up costs
* Proof of funds for completion of upfit and stand-up costs
* Floor plan/layout of physical space
* Photographs of existing conditions
* *(If applicable)* Written consent from the property owner giving permission to conduct improvements/alterations to the site
* *(If applicable)* Detailed proposal from a licensed contractor

Note: DRA reserves the right to waive submission requirements if mitigating factors or site conditions warrant special consideration.

**RELEASE:**

By submission of an application, and does hereby agree, that DRA is not responsible for defects, errors or omissions in design, materials or workmanship in any improvements reviewed or approved, nor for any nonconforming or noncompliant materials or workmanship - DRA, its staff, officers, directors, attorneys and agents having no liability whatsoever for the manner, quality, safety or compliance in which any improvements were made or installed. Applicant furthermore releases and holds DRA harmless from any costs, claims or liability relating to the construction or reimbursement of any part of the improvements, or in any way relating to this grant request.

**Signature:**

Your signature on this application indicates your agreement to the Release language.

Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Appendix #1**

**Owner Consent Form**

If the applicant does not own the property where their establishment will be operating, the below Owner Consent Form must be completed and signed by the property owner and submitted with the application.

The undersigned owner of the existing building located at: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Address) certifies that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Applicant) operates or intends to operate a business at the above location. The undersigned agrees to permit the Applicant and his contractors or agents to operate a business and implement the improvements listed on the Pop-Up Grant Program Application (“the Application”) dated \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The undersigned hereby waives any claim against the Downtown Raleigh Alliance (DRA) or any other party arising out of the payment or use of said grant funds for the purposes set forth in the Application. The undersigned agrees to hold the DRA harmless for any charges, damages, claims or liens arising out of the Applicant’s participation in the Pop-Up Grant Program. Notwithstanding anything set forth in this Consent, the application or any other agreement, the undersigned waives and disclaims any right it has or may have to any payments under the grant program, and releases DRA, its staff, officers, directors, attorneys and agents from any liability whatsoever in connection with the construction of and payment for improvements to Owner's property.

In witness whereof, the owner has hereunto set his hand and seal, or if a corporation, has caused this instrument to be signed in its corporate name by its duly authorized officers and its seal to be hereunto affixed by authority of its Board of Directors, or if a Partnership by its Partners, or if an LLC or LLP, by its Members/Managers, etc. the day and year first above written.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Company Name) *leave blank if Owner is an Individual*

**Appendix # 2**

**Business Plan Documentation**

A business plan is an essential document for this application to this grant program, as well as important component of any new business seeking to open or expand significantly. The business plan helps ensure a rigorous amount of analysis, vetting, and consideration has gone into the planning of a new venture. As such, please submit a plan with the elements below, as well as any additional information the applicant would like to provide. In particular, a careful and detailed consideration of the financial costs/revenue projections is essential and should be included.

* Executive summary
  + History and description of the business
  + Reason/purpose for new venture
  + Broad goals for new business, particularly as related to the downtown market or community
* Product/service
  + Description of the products or services being sold
  + Future potential of these products/services
* Market research and analysis
  + Target market area with demographics for area and analysis of how this business fits into those demographic conditions or trends
  + Using above, analysis of customer base and potential for future customers
  + Analysis of any competition with location and size of competitors noted
  + Competitive advantage for this business in selling these products/services
* Expectations for business growth
  + Estimate of customers per day/week (provide source/context for estimate)
  + Estimate of sales and growth
  + Justification for projections
* Management and personnel
  + Estimated personnel needs, staffing requirements
  + Break down of number of employees, skill levels, hours, wages
  + Resume of any personnel already involved in management/ownership
  + Hiring policies and any training to be provided
* Critical risks and threats to business
  + Any unfavorable trends in the industry
  + Unfavorable trends in target market or community, includes competition
  + How will address possible issues such as low sales in early months
* Advertising
  + Overall strategy for advertising and promotion
  + Specifics on types of promotion that may be used
* Design/development/location
  + Location and size of space
  + Age and condition of space
  + Risks and threats to business
  + Needs/tasks for upfitting the space
  + Estimated costs for upfit
* Financial plan
  + Profit and loss forecasts for 3 years with the first year broken out on a monthly basis
  + Cash flow projections for 3 years
  + Balance sheet for 6 months, end of first year and end of third year
  + Sales and revenue projections (provide source/context for where derived estimates of sales)
  + Any other sources of revenue with evidence/examples to support expectation of that revenue
* Breakdown of costs for
  + Upfit
  + Supplies
  + Rent
  + Permitting
  + Labor (include training and estimated salaries for all employees)
  + Products/services to be sold (provide source/context for where derived estimates of costs of products)
  + Advertising and promotion
  + Legal advice and tax preparation
  + Loan repayment/interest