

NEON DISTRICT (DOWNTOWN ARTS AND CULTURAL DISTRICT) INCENTIVES APPLICATION

1. Name of New Business:

2. Owner Name:

3. Owner Type:

a. LLC

b. Sole Proprietor

c. Corporation

d. Other:

4. Has the business operated under any other names? Yes No

a. If "yes," list all names under which the business has operated or is operating:

5. Contact Person and Registered Agent (if different from owner):

6. Business Address:

7. Business Email:

8. Business Phone:

9. Business Website:

10. Location within the NEON District, including street address:

11. Provide a detailed description of the business and business activities to be conducted at the site located within the NEON District:

12. Explain why this business should qualify as a Qualified Arts Business as defined by Ordinance No. 47,676 entitled "Downtown Arts and Cultural District" Sec. 45.7-3?

13. This business is:

a. Start up

b. Relocation

i. If so, from where, including street address and jurisdiction?

c. New additional location

i. If so, where are other locations, including street address and jurisdiction?

ii. How long have other locations been operating?

d. Existing business currently operating in district

14. Proposed start date of business or date proposed to open in the NEON District:

15. This business:

a. Owns property in the NEON District.

b. Leases property in the NEON District. If so, attach a copy of the lease.

c. Other:

16. Attach a 3-year business plan, including revenue and expense projections, for the business.

Note: The business plan is not required if the applicant business has been in continuous operation within the district for five (5) or more years.

Please upload a maximum of 1 page per section:

1. Executive summary
2. Company description
3. Description of organizational management
4. Products and services
5. Market analysis & competitive analysis
6. Marketing and sales strategies
7. Pro-formas for no less than three (3) years



17. Based on your business plan projections, what is your anticipated Gross Receipt revenue for each of your first 3 calendar years in the Arts District?

YEAR	ANTICIPATED GROSS RECEIPT REVENUE
1.	
2.	
3.	

18. List all owners of the business to include their ownership percentage.

19. If business is other than a sole proprietor, please provide documentation showing that signatory below is authorized to sign the application and any subsequent agreement on behalf of business.

I hereby certify that all the information provided in and attached to this application is true and correct.

Date

Owner Signature

Title

Return application to:

City of Norfolk Department of Economic Development
 ATTN: NEON
 999 Waterside Drive, Suite 2430
 Norfolk, VA 23510

Or submit electronically to:

development@norfolk.gov

Subject Line: Downtown Arts and
 Cultural District Incentive
 Application

Questions? Contact Economic Development, Sean Washington, 757-664-4333 (office) or email sean.washington@norfolk.gov.

Confidential proprietary records provided by a business as part of this application, including financial information and business plan, shall be maintained as confidential by the City of Norfolk and are not subject to disclosure under the Virginia Freedom of Information Act, Code of Virginia §2.2-3705.6(a)(3).