**Bring Business to Beattyville Competition – Deadline to submit application 11/30/18 at 4pm**

*This competition is centered on a building in downtown Beattyville that used to be occupied by the health department. It is situated along the KY River in downtown with a brand new RV park adjacent to the building. The county-owned building is in excellent shape with several large open spaces, plenty of parking, a full size kitchen with room for seating, and then several small offices. There is access to the high-speed fiber that PRTC is bringing to downtown. This competition is offering $100 a month for rent for the 1st year (with $200 potentially for 2nd year), and City of Beattyville utilities incentive for 1st year.*

Beattyville is a wonderful and growing community. Important to the growth of Beattyville is increasing the number of entrepreneurs that are opening businesses. The City of Beattyville’s proximity to Natural Bridge State Resort Park and Red River Gorge and world-class rock climbing and hiking make it uniquely positioned to capitalize on the economic and community benefits of tourism to the region. Our community is coming together to focus on our strengths and look at new and inventive ways to grow our community through technology, tourism and small business.

Bring Business to Beattyville is a competition to identify an entrepreneur who has a solid idea for a business or an existing business that will meet a need in our community. The Bring Business to Beattyville winner will receive building space located within the Beattyville Main Street district at a reduced cost, accelerated coaching / mentoring, promotion of their business, access to gig internet from PRTC, and the tools they will need to launch a successful, sustainable business in Beattyville.

The competition will accept applications through 11-30-2018 with the winner to be announced on or before December 10th, 2018.

Here are a few ways that this space could be utilized:

* An Outdoor Supply Store could be set up with live bait, tackle, kayaks, hunting & fishing supplies, rock climbing gear, etc., and serve the needs of RV folks with products geared towards them. The smaller offices could serve as small business hubs for many individual businesses to go in offering all kinds of products or services. Limited food offerings could occur on the weekends, when visitors are more likely.
* An Arts Collaborative could enter the building making the large space a gallery showcasing regional artwork with the smaller offices being individual gallery’s and/or individual arts & crafts businesses.
* A small daycare facility could be set up to utilize this space.
* A cohort of remote workers or combination of small businesses could take over the space because it offers multiple offices that will allow individuals to work behind closed doors.

Key Dates: To obtain application forms, contact Teresa Mays, City of Beattyvile, or Ian Mooers, EKCEP or Beattyville.org

10/30/2018 Community Tour / Walkthrough of the Building – 10am to 4pm

View the space and imagine how your business could operate – Contact Teresa Mays

10/30/2018 Be Boss Online Workshop – Booneville, KY – Owsley County Action Team – 4pm to 7pm

Program will cover all aspects of digital marketing. Register: https://conta.cc/2P8ydz4

11/7/2018 One-on-one consultation at Beattyville City Hall – 4pm to 7pm

Visit with business assistance resources from KHIC/EKCEP/SBDC/SKED

Get help preparing your application

11/13/2018 Be Boss Online Workshop – Booneville, KY – Owsley County Action Team – 4pm to 7pm

Program will cover all aspects of digital marketing. Register: https://conta.cc/2P8ydz4

11/20/2018 One-on-one consultation at Beattyville City Hall – 4pm to 7pm

Visit with business assistance resources form KHIC/EKCEP/SBDC/SKED

Get help preparing your application

11/27/2018 Community Tour / Walkthrough of the Building – 10am to 4pm

View the space and imagine how your business could operate – Contact Teresa Mays

November 30th APPLICATIONS DUE BY EMAIL OR IN PERSON AT CITY HALL AT 4PM

Week of December 3rd Judges will review all competition submissions, contact applicants, and declare a winner.

December 10th Winner notified

For competition entry, the individual or individuals should email [tmays@beattyville.org] or present a copy of the application in person to Teresa Mays at City Hall, Beattyville by 4pm, Friday, November 30th, 2018 at 28 Railroad Street, Suite A, Beattyville, KY 41311. Questions about the competition and application process can be directed to Teresa Mays at 606-464-5007 or Ian Mooers, Eastern Kentucky Concentrated Employment Program, at 606-438-9927. Email: tmays@beattyville.org AND/OR imooers@ekcep.org

This competition is open to any resident of Lee County, Kentucky, or contiguous counties who can demonstrate a solid business idea that will present the best opportunity to succeed in downtown Beattyville. Applications will be accepted from home-based, new, or established businesses that wish to locate in downtown. All applications should state that they are an established business in Kentucky able to execute a lease for space agreement with the City of Beattyville and Lee County. Priority will be given to business ideas from residents of Lee County. Secondary consideration will be given to applicants from surrounding counties. All applications of entrants who meet the qualifying guidelines have an opportunity to win. Individuals or groups may submit applications. Encourage groups to submit one application with all business partners listed on the application.

The winning business will work directly with Teresa Mays, City of Beattyville Main Street Program, and other City or County officials to occupy the building at **45 Center Street, Beattyville KY** and execute a lease for space contract with the City of Beattyville to operate a registered Kentucky business in the building that adheres to all applicable laws and regulations. Assistance is available to help ideas establish themselves as a business – please contact Ian Mooers, EKCEP at 606-438-9927 or imooers@ekcep.org.

Criteria for judging business ideas will be focused on ideas or businesses that can meet a community need, leverage local assets (Tourism / Retail / Attract Visitors to downtown), demonstrate feasibility, and can operate successfully in the building utilizing the space effectively. Judging criteria information is included in this application package.

The individual or individuals who submit an application will retain all rights to the business idea and its use at all times prior to and following the competition. Due to the nature of the competition, organizers will not ask judges, reviewers or resource staff to sign non-disclosure statements for any participant. We will, however, make a good faith effort to preserve the confidentiality of the details that accompany the ideas. Award of building occupancy is not binding on the winner or the City or County until both parties execute a written lease for space agreement, satisfactory to both parties, that defines the terms of the agreement. Individuals who wish to submit an application may consult business resource partner providers on a one-on-one basis to ensure confidentiality of their ideas prior to submission of their application [See Dates above] or contact Ian Mooers, EKCEP, at 606-438-9927 or Teresa Mays, City of Beattyville, at 606-464-5007 to schedule an appointment.

Application Submission:

Bring Business to Beattyville Competition applicants must complete the one (1) page business summary in this application and may include a reasonable number of appendices or supplemental materials. Please send an electronic copy of the final application to Teresa Mays, City of Beattyville, by 4:00PM, Friday, November 30th, 2018 to the email below:

**tmays@beattyville.org**

Subject: Bring Business to Beattyville Competition

Name(s) of the winner along with a brief description of their business idea may appear in local news media outlets.

By submitting the “Competition Application”, the business idea entrants agree to adhere to and follow all the rules and guidelines set forth by the contest organizers. In addition, entrants agree to hold the sponsors harmless from any liability in connection with this competition.

If you are unable to attend one of the Open House / Tours of the Building in Downtown, please contact Teresa Mays at City Hall to schedule a walkthrough at 606-464-5007.

**Judging Criteria:**

* Completed application including any supplemental materials that accompany the business idea making the case that it will be a profitable and sustainable business (examples: projected financials, articles or information on visitors to Natural Bridge, pictures of the products you will be selling, articles or information on the type of business you will operate, a draft of a floor plan of how you will utilize the building space, evidence of prior sales through online or festivals or previous location).
* Preferential consideration will be given to Lee County residents who submit business ideas. Secondary consideration will be given to business ideas from individuals in surrounding counties. New and existing businesses that wish to locate to this space are eligible.
* Judges will give preference to business ideas that can begin operating upon completion of a lease for space agreement, and have a solid projection for becoming a sustainable downtown business.
* Judges will give preference to business ideas that can meet a community need, leverage local assets (existing retail, tourism, attracts visitors), can function effectively in the building, and contributes to the economic development of the City of Beattyville and Lee County.
* Please provide complete and correct contact information including phone / cell / email. You can expect a call from one of the judges about your application, and will be asked questions to clarify your submission and strengthen your application.

**Competition Application**

By completing the “competition application”, the business idea individual(s) agree to adhere to and follow all of the rules and guidelines set forth by contest organizers. In addition, entrants agree to hold the sponsors harmless from all liability in connection with this competition. Please read this application in its entirety so you are familiar with the rules of the competition and guidelines for submission. Deadline for submissions is 4pm, Friday, November 30th, 2018. You may enter details below OR type into a new document not to exceed 4 pages in length.

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| **Your business name**  Your website: [www.samplebusiness.com](http://www.SmithFarms.com) and/or Facebook page: | |  | | --- | | **BUSINESS NAME**  **OR LOGO** | | **Company Profile:**  Website and/or Facebook page  **Industry** (Retail/Other?)  **Employees**:  **Founded**:  **Main Contact:**  First Name:  Last Name:  email address:  w. 606.XXX.XXXX  c 606.XXX.XXXX  **Financial Information:**  **\*You may attach any financial projections, if you wish. These will be held confidentially\***  **Partners (if any):**  **Advisors:**  Lawyer:  Accountant:  Board:  **Investors (if any):** | |
| **Business Summary:**  Please summarize your business idea and what need it will serve in the community. |
| **Customer Problem:** What is the problem or need that your business will solve? |
| **Product / Services:** What products and/or services will your business offer? You can attach pictures of your products to this application. |
| **Target Market:** Who exactly are you trying to target with your business? Tourists, rock climbers, local people, or surrounding counties? |
| **Customers:**  Who are the people that will buy what you are selling? |
| **Sales / Marketing Strategy:** How will you attract people to your business? Will your customers be exclusively from walk-ins, or will you also have an online presence? How will you get the word out? |
| **Business Model:** How are you going to make money? How do you see the business being sustainable and staying open? |
| **Competitors:** Current competitors include \_\_\_\_\_\_\_\_\_\_\_. |
| **Competitive Advantage:**  What makes your business idea competitive? Is your advantage tied to how you will use the space? Is there a unique customer market that you are trying to capture? How does your business idea present the best case for success? Does it uniquely leverage existing retail and attract people to downtown? | |

**FLOOR PLAN (APPROXIMATE):**

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