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| **Downtown Raleigh Storefront Upfit Grant Application** | |
| **Instructions** | Complete the application form and email the additional requirements to  Roxanne Lundy  Downtown Raleigh Alliance  [RoxanneLundy@DowntownRaleigh.org](mailto:RoxanneLundy@DowntownRaleigh.org)  (919) 821-6977 |
| **Additional Requirements**  These requirements are to be emailed as separate attachments.  More information is detailed at the end of the application. | * Business plan for the venture (link to Appendix #2 - business plan description) * 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 (link to Appendix #1 - owner consent template) * *(If applicable)* Detailed proposal from a licensed contractor |
| **Applicant Summary** | |
| Date of application: |  |
| Name of business: |  |
| Address of business: |  |
| Contact person name: |  |
| Contact person email address: |  |
| Contact person phone #: |  |
| **Minority/Women-owned Business Enterprise (MWBE) Booster** | |
| Is the business 50% or more minority-owned or women-owned? (Yes or No) | Choose an item. |
| **Business Information** | |
| Business Tax ID #: |  |
| Description of business and storefront concept: |  |
| Address of new storefront location: |  |
| Length and expiration of lease: |  |
| Square footage of space: |  |
| Days / hours of operation: |  |
| Current number of employees: |  |
| Estimated number of employees after new location opens: |  |
| Projected sales per square foot (if known): |  |
| Target customers: |  |
| **Upfit Description and Cost** | |
| **Considerations** | This grant covers:   * Upfit expenses (construction related expenses including design, permitting, construction, etc.) * Standup expenses that are critical to the business (including POS system, signage, merchandising units, etc.)   Itemize the expenses as best as possible when listing them on the application.  Estimates and quotes are acceptable. |
| **Describe** the space before and after.  Before = the condition of the space before the upfit/before moving in  After = what the space will look like after everything is complete and the business is ready to open |  |
| **List** the planned upfit for the space and the estimated cost. For example:  Demo $xxx  Framing/drywall $xxx  Electrical $xxx |  |
| **List** the planned standup expenses (must be critical to the business) and the estimated cost. For example:  Merchandising shelves $xxx  POS system $xxx  Signage $xxx |  |
| What is the projected timeline for upfit completion? |  |
| Target date for opening of store: |  |
| **Financial Overview and Assistance** | |
| **Considerations** | The ratio of grant funding applied for to overall project cost will be considered as a measure of relative competitiveness in funding rounds. |
| What is the total estimated cost of the project? |  |
| How much grant funding is being requested through the Storefront Upfit Grant? |  |
| Other sources of financing: |  |
| Any pending litigation against applicant/owner? If yes, please explain |  |
| **Acknowledgement of Additional Requirements** | |
|  | By checking this box, I acknowledge that the application is incomplete until the additional requirements (listed below) are emailed to Roxanne Lundy at [RoxanneLundy@DowntownRaleigh.org](mailto:RoxanneLundy@DowntownRaleigh.org). |
| **Additional Requirements**  These requirements are to be submitted as separate attachments. | * Business plan for the venture (link to Appendix #2 - business plan description) * 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 (link to Appendix #1 – owner consent template) * *(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** | |
| **Signature and date**  Signature:  Date: | **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. |

**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 Storefront Upfit 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