



The Ashland Area Chamber of Commerce announces the 2018 Ashland Retail Storefront Business Contest. The “*Opportunity Knocks*” contest is designed to encourage entrepreneurs to submit their **retail** business concept for consideration and to open a storefront on Ashland’s Historic Main Street between the 200 and 500 blocks of Main Street West. (Existing locations of available storefronts).

Goals:

- To assist with the opening of one new retail business located in the Historic downtown area of 200 to 500 Main Street West. Retail businesses also include food /eateries.
- Occupy available retail space with businesses that ***complement existing*** businesses.

Grand Prize:

The business with the winning submittal and accepted offer or lease agreement (“Grand Prize Winner”) receives:

- \$2,500 in cash with a signed 36 month lease agreement or accepted offer to purchase a storefront within the geographical boundary.
- Free advertising package with the Ashland Daily Press & the Evergreen Country Shopper.
- Free advertising package with Heartland Communications.
- 12 hours of free accounting and consulting services with Maitland, Singler & Van Vlack.
- Start-up business \$3,000 loan (1% interest/3 year) from the Ashland Area Chamber of Commerce downtown development revolving loan fund.
- Free one year membership with the Ashland Area Chamber of Commerce
- Exposure to various media outlets during the announcement of the winning submittals.
- \$250 in merchandise with Northern Business Products.
- 10 ~ \$25 Chamber Dollar Gift Certificates for promotional give-aways during business grand-opening. \$250 total.
- \$250 Gift Card from Wal-Mart for operating supplies.
- Free ¼ page ad in the Bottom Line News for 6 editions.

All Phase 2 contestants will receive free business planning services from UW Small Business Development Center and the Ashland Area Development Corporation

Available Storefronts (as of February 1st):

200 Main Street West
301 Main Street West
410 Main Street West
509 Main Street West
513 Main Street West

Guidelines and Application Procedures to Enter:

This is a two-phase contest:

Phase 1—Business Concept -. In the first phase, applicants are asked to provide a business concept which includes an executive summary (in 100 words or less) and also answers the following:

- Describe the nature of your business and the products/merchandise you would carry or deliver in 100 words or less.
- Define your market (who would be a user or customer)
- How would your business enhance Ashland's Historic Downtown
- What resources would be needed to develop this concept (personnel, financing, equipment, etc)
- What are your qualifications to develop this business?

Business Concepts are due by 5:00 p.m. Tuesday, March 6th, 2018

If your business concept advances through phase 1- you will be asked to move on to the second phase of the contest and provide the following: A minimum of 3 finalists are needed to continue the contest. Should there not be a minimum, you will be notified.

Phase 2 Business Plan

Finalists will be offered free services from UW-Extension Small Business Development Center and Ashland Area Development Corporation to compete in phase 2 of the contest. Training classes for the Retail Storefront Contest, "Creating a Successful Business Plan" will be offered during the week of March 19th with flexible scheduling for those working during the day.

A detailed business plan featuring:

- Company Summary
- Executive Summary
- Products/ Services Summary
- Market Analysis Summary
- Strategies & Implementation Summary
- Management Summary
- Financial Plan
- How your business will enhance Ashland's Historic Downtown
- Why your business stands out

Final Business Plans are due by 5:00 p.m. Friday, May 18th, 2018

Eligibility:

- The Ashland Retail Storefront Business Contest is open to all legal U.S. residents, 18 years of age or older at the time of entry.
- Proposed retail businesses can be independent operations or franchised. Restaurants will be accepted. Business must be a new business.
- Employees and temporary employees of the Ashland Area Chamber of Commerce and the immediate family are not eligible for entry.
- All business concept submissions must be emailed, or delivered to the Ashland Area Chamber of Commerce by 5:00 p.m. on Tuesday, March 6th, 2018.
- Winner will receive prize package upon proof of accepted offer to purchase or 36 month minimum signed lease agreement. Contestant is responsible for negotiating lease or purchasing arrangements with building owner. Winner has 30 days after contest to finalize agreements.

How to Enter:

All business proposals can be emailed to ashchamb@centurytel.net or delivered to:
Opportunity Knocks (Ashland Area Chamber of Commerce)
1716 W. Lakeshore Drive
Ashland, WI 54806

- Entries must be clearly identified on the package or email that it is part of the Opportunity Knocks Historic Main Street storefront contest.

Process:

- Business concepts are due by 5:00 p.m. on Tuesday, March 6th, 2018. All that meet the required criteria will be submitted to the Selection Committee for review and judging.
- The selection committee will consist of a representation of the Ashland Area Chamber of Commerce Board of Directors, business leaders, and community leaders.
- The business concept finalists will be notified on March 9th. Finalists will be offered free services from the Ashland Area Development Corporation and UW- Superior Small Business Development Center to compete in phase 2 of the contest.
 - “Creating a Successful Business Plan” training classes, will be offered by UW- Superior Small Business Development Center during the week of March 19th. Class scheduling will be flexible and offered in the afternoons or evenings in Ashland.

Final Business Plans are due by 5:00 p.m. Friday, May 18th, 2018

Grand Prize Winner Announced June 1st, 2018

Selection Criteria:

- Uniqueness of concept – *Is there duplicity with existing businesses.*
- Feasibility of Business Plan
- Ability to execute Business Plan
- Market Mix – How well does the business complement the existing businesses

- Ability to attract other businesses to Downtown Ashland
- Visual appeal from street level

Contest Official Rules and Regulations:

- The contest shall begin on February 1st, 2018 and all business concept entries must be received at the address indicated by no later than 5:00 p.m. CST time on Tuesday, March 6th, 2018. Applications received past the deadline will not be considered for this Promotion.
- Grand Prize is non-transferable and may not be redeemed for cash; substitutions by Grand Prize Winner may not be requested.
- Grand Prize will not include and Grand Prize Winner shall assume responsibility for the payment of all other items including, but not limited to insurance, rental tax, permits, and legal fees.
- In accordance with IRS Code regarding prizes and awards, a Form 1099-MISC may be issued by Sponsor to the Grand Prize Winner. Please consult your tax advisor for additional information.
- Printed copies of business proposals submitted into the contest will not be returned. All business proposals will be kept confidential.
- The selection committee formed by the Ashland Area Chamber of Commerce will judge the business concepts and business plans.
- If the Guidelines and Application for Entry have not been met, the Proposal will not be presented to the Selection Committee.
- Winner must have signed lease or purchase agreements prior to receiving prize package
- Minimum of 3 finalists are needed for a winner to be chosen.
- If selected as a finalist in phase 1, applicant will receive consultation to develop a business plan and may have an opportunity to present their business plan to the Selection Committee in person.
- By participating in this Promotion, you agree to these Official Rules and to all decisions of Sponsors and the Selection Committee, which are final and binding in all respects.
- If a Grand Prize Winner is unreachable after fifteen (15) business days, an alternate Grand Prize Winner may be selected.
- By accepting the Grand Prize, the Winners release and discharge Sponsors, their affiliated companies, participating sponsors, information providers, content providers, subsidiaries, advertisers, advertising agencies, promotional and marketing agencies, and any other companies involved with or otherwise providing services related to this contest, and all their respective employees, officers, directors, representatives and agents from any liability or damage due in whole or in part to the award, acceptance, possession, use or misuse of the Grand Prize or from participation in this contest.
- Information regarding the Grand Prize winners will be posted to www.visitashland.com within 30 days of the selection.

General Conditions and Modifications of the Contest:

- Listed properties may not be available prior to awarding the contest should the owner lease or sell the property within the contest time-frame. If the property is sold, the new owner has the right to opt in to the contest.
- Official rules are subject to modification, cancellation, or limitation at the discretion of the downtown committee with or without notice, including to persons who have

already entered the contest. All changes or modifications of the contest or these official rules will be posted on the www.visitashland.com website.

- The Contestant will choose the property that he or she feels best fits their business plan model. Should that property not be available, the contestant will choose an alternative property.
- A minimum of 3 finalists are needed to continue with the contest. Contestants have until 5:00 p.m. March 6th, 2018 to submit their retail business concept. Contestants will be notified should the minimum not be met.

Conduct:

- By entering the contest, you agree to be bound by these Official Rules and the decisions of the selection committee, which shall be final and binding in all respects. The Official Rules will be posted on the website.
- Selection committee reserves the right in their sole discretion to disqualify any individual or business they find tampering with the entry process, or the operation of the Website; or to be acting in violation of the Official Rules.

Opportunity Knocks - Ashland's Historic Main Street Retail Business Contest - Time Line

- Promotion starts: February 1st, 2018
- Phase 1 - Business Concept due 5:00 p.m. March 6th, 2018
- Winners of Phase 1 notified March 9th, 2018
- Phase 2 - Business Plans are due 5:00 p.m. May 18th, 2018

Grand Prize Winner Announced June 1st, 2018

Opportunity Knocks Ashland's Historic Main Street storefront is sponsored by:

- Ashland Area Chamber of Commerce
- Ashland Daily Press & Evergreen Country Shopper
- Heartland Communications
- Ashland Area Development Corporation
- Northern Business Products
- Maitland, Singler & Van Vlack
- Bottom Line News

Contact the Ashland Area Chamber of Commerce at 715-682-2500 or email ashchamb@centurytel.net



Ashland Area Chamber of Commerce ~ P.O. Box 746 ~ 1716 W. Lakeshore Drive ~ Ashland, WI 54806