



Deadline: Application and video must be submitted via email to Director@MainStreetFD.org or on a flash drive to the MSFD Office, 24 N 9th Street, by noon on Friday, April 18, 2025.

Please complete the following information. Responses may be recorded in a separate document.

Business Name:

Address:

City/County/State/Zip:

Owner Name:

Owner's Home Address:

Owner's City/State/Zip Code:

Contact E-mail:

Phone:

Business Type:

(retail, service, restaurant, etc.)

Number of Years in Business:

To be eligible to apply, the business must have been in operation as of May 1, 2024 (minimum of one (1) year)

Does the business have a website? (Please list):

Is this business aware of the requirement to remain in operation within the designated Main Street district for two years following the contract start date, if awarded, or repay the awarded grant funds? (Yes/No):

Hours of Operation

Monday:

Tuesday:

Wednesday:

Thursday:

Friday:

Saturday:

Sunday:

Business Concept (30 Points)

Please explain/describe the business. What products or services do you offer? Why are you in business?: 1,500 characters maximum

Describe the business' customer and target market: 2,000 characters maximum

Please describe the business owner's experience and his/her ability to execute the planned expansion: 2,000 characters maximum

Where do the owners see this business in five years?: 1,500 characters maximum

Financial Information (20 Points)

Is this business aware that a 25% cash match is required? (Yes/No):

The five state finalists will receive an automatic \$5,000 grant award. The business must have a minimum investment of \$5,000 to compete for the final state award of \$20,000. The judging panel reserves the right to reduce the state award funds which could result in the award amount and required match being adjusted.

How would the business use the Open 4 Business grant funds if awarded? How will the funds help achieve your goals?: 1,500 characters maximum

What type of funds will be used towards the 25% required match, if awarded (i.e. cash reserves, bank loan, etc.): 1,500 characters maximum

How will the proposed improvements/expansion provide additional revenue for the business if awarded?: 1,500 characters maximum

If your business is awarded partial grant funds, what items in your budget would you purchase with those funds?:

Community Impact (20 Points)

How does/will the business benefit the local Main Street district?: 1,500 characters maximum

How are the owners and/or the business involved in the community?: 1,500 characters maximum

Current Number of Employees: Full-time Part-time Total

Will this project add additional employees?:

Competitive Advantage (15 Points)

Identify the business' competition: 1,500 characters maximum

What is business' competitive advantage? What sets the business apart from others in the market/trade area?: 1,500 characters maximum

Marketing/Promotions (15 Points)

Describe the business' marketing/promotional plan. Please explain sources currently used and the frequency. What is the most effective marketing tool?: 1,500 characters maximum

What are some potential new markets/promotions the business has identified?:
1,500 characters maximum

What is the annual budget for marketing/promotion?: \$ _____

Does the business use social media or other online platforms? (Please list):

Required Business Video Pitch (25 Points)

Use the following outline as a sample of how to put together the business video pitch.

Introduction Introduce the owners and the business name

Business Concept Clearly describe the business concept

Budget How will the owners use the funds from this program?

Community Impact How will the business impact the local Main Street District?

Competitive Advantage How does the business stand out in the marketplace?

Marketing/Promotion How do the owners market? (types & budget)

Videos can be recorded on a cell phone. Videos are not required to be professionally produced and will be judged on content rather than level of production. Professional videos are not required.

Maximum video upload size is 200 MB. Videos that exceed 200 MB will NOT be accepted.

(mp4, wmv, and movfiles only) Videos should be in shot in landscape mode and three minutes or less in length.

Use your video to help introduce the owners and the business to the judges. The video should be concise, informative, and tell a story. More [Video Tips](#) are available on our website. **Be creative and have fun!**

Budget

Budget Overview (ELIGIBLE EXPENSES: *Inventory *Equipment *Marketing *Computers *Software Upgrades)

Request Amount: \$ _____

Match Amount: \$ _____

Total Project Cost (Must total at least \$25,000): \$ _____

Project Budget

Brief item description: Cost: \$ _____

Brief item description: Cost: \$ _____

Brief item description: Cost: \$ _____

(List each item separately – use as many lines as necessary. A [budget form](#) is available on our website.)

Is this business aware that this is a reimbursable grant? (Yes/No):

Business owners must first make the purchase(s) and then submit their invoice(s) and proof of payment for reimbursement for the allowable expense(s). Purchases made before the grant contract is signed are ineligible.

Is this business aware that they must participate in the Virtual Interview on June 2 (if selected) and the In-person State Competition (if selected) on August 4 in Muscatine to receive the \$500 local competition prize? (Yes/No):

Please note: Before the business is declared as the official local competition winner, you will be required to submit a W-9, detailed budget form, Certification & Release form, and Minority Impact Statement as required for the Main Street Iowa application. See [Competition Rules & Regulations](#) for more grant details.