

# Business Incentive Loan/Rebate Application Instructions:

The feasibility of business activities must be demonstrated in order to be eligible for the Stillwater Business Incentive Loan/Rebate Award. An applicant must score a minimum of 75 points in order to be eligible for funding. The program is designed to provide a financial incentive to support the creation and implementation of plans for a new or expanded sales tax generating business located within the area of Stillwater BID #1.

## Application guidelines and instructions

**(A) Business Description** – (20 points) The business must in whole or in majority part provide sales of goods and/or services subject to general sales tax. Provide a brief narrative describing the proposed business expansion or new business. Please include the following:

- Business hours (business must be open at least 40 hours per week)
- Number of employees currently and anticipated number of employees after expansion
- Merchandise or services (current and future) that your business will offer
- How you feel this will enhance the business environment currently available in the Stillwater BID #1 area

**(B) Intended use description** – (20 points) Loan/Rebate proceeds must be utilized for the purchase of advertising or marketing, building improvements or modifications, façade improvements, operating equipment, infrastructure, real property, or other capital costs. Please include the following:

- A brief summary describing what the loan/rebate will be used for.
- Summary of the total cost of the item(s) which the loan/rebate will help to finance.
- Describe how you believe the use of these funds will enhance your business.

**(C) Target Customer Market** – (20 points) Provide a brief narrative describing the demographics of the customers you are seeking and the how this loan/rebate will help you better serve or reach them. Please include the following:

- Describe the market area or types of customers you are targeting with your business.

- Describe the marketing theme and/or special promotions you plan to use.
- Describe any special nature of the “product” you will offer to this customer market and how you see it “fitting” the future of the BID#1 area.

**(D) Business Plan** – (20 points) Provide a copy of your business plan. The business plan should address the following topics:

- The project budget and brief description of sources of initial capital and financial projections
- Business ownership and a description of the management team and capabilities of key personnel
- Business goals
- Projected gross annual sales subject to sales tax for each of the first five years

**(E) Why should your business be awarded this grant?** (20 points) In a brief essay format explain how you think the support of your business with the Development Incentive will help the growth and future of the BID area and the Stillwater business community.

**(F) Loan Security:** (This is only required for those applicants applying for lump sum incentive payment in the form of a low interest self retiring loan.) If you are applying for a lump sum incentive payment it may require the pledge of collateral or security in the form a mortgage on the business property in an amount equal to the total incentive payment. Please provide a description of the real property which will be used to secure the loan.