



## JumpstartME Downtown Lewiston Overview

### **Program Overview:**

To supplement and expand the business and economic growth in the Downtown Lewiston business district, the Lewiston Auburn Metropolitan Chamber of Commerce, Downtown Lewiston Association, City of Lewiston, and our collaborators are presenting a competition with a prize package to incentivize and attract high quality, viable businesses that draw from and contribute to foot-traffic and vibrancy. JumpstartME mitigates barriers to entering the local market for startups and businesses looking to relocate or expand into the district through a prize package that includes a rent-free year in a prime real estate location, marketing expertise and assistance, and support from legal and accounting professionals.

### **Program Goals:**

- Establish a successful brick and mortar business in the Lewiston Downtown Business District through removing barriers for a successful start up, relocation, or expansion of a business.
- Encourage successful businesses and innovative entrepreneurs to explore and consider the benefits of locating in downtown Lewiston.
- Further develop the vibrancy and synergy of the downtown business district's existing dining and nightlife options available to customers in the district with a complementary business profile.

### **Eligible Applicants**

1. Business structure- Businesses who are a sole proprietorship, limited liability company, corporation, partnership, S corporation or non-profit; or will be within 3 months of winning and with provided support from accounting and legal services.

2. Business location(s)- Businesses whose applicant business is not currently located in the Lewiston Downtown Business District and would be relocating. Businesses whose applicant business is not currently located

**Application deadline August 15, 2021; Submit application to [info@LAMetroChamber.com](mailto:info@LAMetroChamber.com)**

in the Lewiston Downtown Business District and would be expanding to a second location. New business ventures (startups).

3. Business type- Preferences will be given to businesses food and beverage provision, however all public facing business are encouraged to apply.

### **Other Applicant Considerations**

While preference will be given to applicants of the business type(s) described above, all businesses that create and circulate foot-traffic and economic activity through public customer facing operations will be considered, and **must** locate within the district.

This program seeks to establish a successful business enterprise that will become part of the fabric of the downtown Lewiston Business District for years to come. Thus, existing businesses with proven business and financial histories will be the strongest applicants. Entrepreneurs with clear business plans and financial support that leads to a viable start and early growth are encouraged to apply; and will be strongly considered.

Strong preference is given to expansion, additional locations, or relocation of existing business. Business expansions and additional locations will be given preference over relocation of existing businesses.

### **Incentives**

- Free rent at 120 Lisbon Street, a highly desirable & centrally located building in Downtown Lewiston's Business District for one year.
- Marketing and branding support and expertise from a nationally recognized firm, valued at \$50,000.
- Professional Services from attorneys and accountants, valued at \$4,000.
- Access to and support navigating business incentive loan programs from the Lewiston Auburn Metropolitan Chamber of Commerce and the City of Lewiston
- Personal coaching and mentoring from business support professionals at the Lewiston Auburn Chamber of Commerce and assistance navigating the small business and entrepreneurial support ecosystem.

### **Application Process**

- 1.) Review the JumpstartME application packet and checklist, and attend an optional information session about the program.
- 2.) Complete the JumpstartME application and submit no later than August 15, 2021.
- 3.) Qualified applicants who are invited to continue in the program will complete a second round application and provide additional business and financial information no later than September 3, 2021.
- 4.) Finalists will complete interviews and attend a public event in October, date to be determined.

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# **JumpstartME-Downtown Lewiston Application**

**Your Name:**

**Business Name:**

**Business Type (check all that apply):**  Food Service  Beer and Wine Service  
 Cocktail Service  Speciality food service and retail  
 Other (please specify)

**Phone Number:**

**Email:**

**Mailing Address:**

**Brief Description of your business (include years in business, current operations, track record of success); or Proposed Vision of Startup Business:**

**Brief description of your proposed Lewiston Business District vision and plans (include approx. square footage needed, physical property and environmental needs, and ideal customer segments):**

**Brief description of your vision for Downtown Lewiston Business District, the role your business will play in that vision, and how this contest will contribute to your vision. Specify number of employees and anticipated hours or operation:**

**Please provide a minimum of two (2) references for you and your business that speak to your record of success in business.**

# JumpstartME-Downtown Lewiston

## Application Phase 2

**Your Name:**

**Business Name:**

**Business Plan:** Please include a business plan that satisfies the following checklist of items. If you have an existing business plan that satisfies these items in a different format, please attach with a short explanation.

- Business value proposition and vision/mission statement
- Business legal structure
- Current and projected number of employees
- Description of business services- include hours and days of operation
- Description of business Leadership Team's skills and experience, including your personal role, experience, and time invested
- Customer and market description, include any market research or customer profile if available
- Evidence of existing partnerships- vendor, supply, distribution or business to business partnerships or arrangements.

**Financials:** Please include a financial overview packet that satisfies the following checklist of items. Successful applicants may be requested to provide additional information or context.

- Business financial management team description, including bookkeeping and accounting methods or service providers
- Financial statements from January 2021- present
  - Startups may provide financial projections and explanation of assumptions
- Projections or plans for growth, including time frame and assumptions

**Narrative:** Please address the following in brief narrative format and attach.

- Describe the individual or business support needed, addressing how you hope this program and its partners may contribute to your long-term success.
- Describe the contributions you and your business will make to the Downtown Lewiston Business District, area businesses, and the community.

# JumpstartME-Downtown Lewiston

## Application Criteria

Successful applications will score 75 or higher with the following criteria. Criteria will be applied to Phase 2 applications and the prize will be awarded to the highest scoring application(s).

**HISTORY: Business and/or owners track record of business success and sustainability.** Business owners or entrepreneurs have a proven track record of success in operating a business, supporting a strong culture for employees, and sustaining business or concept over time. **25 points possible.**

**FUTURE: Strength of projections and planning.** Applicant's business plans and projections indicate a high likelihood of success and sustainability if awarded the prize package. **25 points possible.**

**CONCEPT: Business model/concept proven in similar markets.** Application proves the business model's success in other markets similar to Lewiston's Downtown Business District, or provides evidence of concept's ability to succeed in similar markets. **20 points possible.**

**FIT: Business type's fit into the existing Downtown District.** Business type or concept complements existing businesses products and services, hours of operations, and customer type/market, and is within the eligibility criteria. Recognition of applicants' contributions to building critical mass of foot traffic and economic activity. **20 points possible.**

**COLLABORATION: Business owners' or entrepreneurs' ability to collaborate.** Application indicates history of good relationships and collaboration with stakeholders, vendors, and area businesses; and indicates plans for same in Downtown Lewiston. **10 points possible.**

# JumpstartME-Downtown Lewiston

## Frequently Asked Questions (FAQ)

**Can I apply if I have a business in Lewiston already?** Yes! If your current business is located outside of the district and you plan to create a second location in the district, or relocate to the district you can apply. If you have a business in the district but are opening a different business with a different concept, you can apply.

**Do I need to have a business in Lewiston or LA to apply?** No! If you have a business anywhere in the US and can see the benefits of locating in the Downtown Lewiston Business District, you should apply!

**I don't have a business- can I apply?** Yes! If you are an entrepreneur with a strong concept that will be a good fit based on the eligibility criteria, and has a strong history in operating a business, you can apply! Strongest consideration will be given to entrepreneurs with well developed business plans and financial support and/or capital identified.

**My business isn't food or beverage related, can I apply?** Yes! While preference is given to expand the food and beverage options in the district, any business or concept that complements the existing district's business profiles and will create and leverage foot traffic is encouraged to apply.

**What qualifies as "financial statements" for the Phase 2 application?** Profit + Loss statements, Balance sheets, Statement of Financial Position and or Cash Flow statement will be accepted.

**Last year was a pandemic and it impacted our financials, how are you taking that into account?** The finance professionals, Chamber of Commerce, and Downtown Lewiston Association members all experienced the pandemic too. If your 2019 financials would benefit your application, you are invited to submit them with your application. Interviews will surface the lessons learned from the pandemic as well.

**How far out do I need to project my business growth?** We will require business plans and financial projections to cover through December 2022. Preference will be given to projections that provide evidence of 3-5 year growth plans at a high level.

**What responsibilities will the winner have?** The winning applicant will be required to sign a 3 year lease of which the first year will be free, however the applicant will be responsible for all utilities (water, phone, internet, electricity, heating/cooling etc) for the duration of the lease including the first year. The winning applicant will also be responsible for their own buildout including but not limited to lighting, electrical, flooring, fixtures, appliances, kitchen, food safety requirements.