



APPLICATION

Application Deadline: March 23, 2015

APPLICANT INFORMATION

Applicant Name: _____

Address: _____

Phone: _____ Email: _____

Are you 18 years or older? Yes *(Must be 18 years or older to qualify)*

BUSINESS INFORMATION

Business Name: _____

Website(s): _____

Business Type: Sole Proprietor Partnership LLC Inc. Other:

Required operating licenses: *(indicate if you are already in possession)*

Briefly describe your reason for participating in the challenge.

Summary of Business Concept

Is your application complete?

- \$50 Registration Fee** – payable to Downtown Sacramento Foundation
- Hard Copy of Business Concept Model** – up to 10 pages
- Electronic version of Business Concept Model** - Jump drive or CD

- Acknowledgement of competition **Official Rules & Regulations**
- Participation Release**
- Personal Resume(s)** of Owner(s)
- :60 second pitch video**

I/we, the applicant, understand that this business plan will not be disclosed to any person, firm or company, except as deemed necessary in order to evaluate, interview and judge for the *Calling All Dreamers Competition*, or when faced with a legal obligation to do so. I/we understand that the judges' decisions are in all respects final, binding, and at the sole discretion of the DSF. I/we also agree to abide by all of the Official Rules and Regulations of this competition.

Applicant's Signature

Date

Applicant Name (please print)

For more information, contact Valerie Mamone-Werder at 916 442-8575 or valerie@downtownsac.org.



BUSINESS CONCEPT MODEL SUBMITTAL INSTRUCTIONS

Try to be as detailed as possible in the description of your vision for this business. Your submittal must include the following components and not exceed 10 pages:

Executive Summary	Provide a detailed description of the business concept not to exceed one page. Be clear and concise in providing the vision for your business.
Business Model	What are the products or services that would be delivered or sold? What will the name of the business be, and why? What kind of operational requirements will you have? Is this a new or expanded or relocated business? If yes, provide detail on existing store(s).
Financial Plan	What resources and assets will be needed (personnel, financing, inventory, equipment, licenses, permits) and what is available? What would the prize monies be used for?
Management Plan	Have you ever managed a business before? What has that experience taught you about this opportunity? What key personnel would your business require? Do you have a plan for the management structure?
Marketing Plan	Define the target market for the business and your core customer. How will you drive customers to your store? Why will they come to your business as opposed to other similar businesses? How will you get the word out to your customers?
Startup Timeline	Outline timeline for startup. What will you need to start your business? Identify schedule and necessary resources to develop the concept (equipment, staffing, build out, permits and licenses).
Value Proposition	How will the business enhance Downtown? Are there any similar businesses Downtown, if so how will your business distinguish itself?

Are there any supporting documents you can provide with your submission to illustrate why you are the best candidate for this competition?

All information will be kept confidential, to the extent allowed by law, and is for the use of this business plan competition. We will not provide, sell, or distribute information about your company or your business plan to other parties or third parties. The judges may require verification of certain information during the review of the proposed business plan. Only complete business plans will be considered, i.e. plans including all of the aforementioned sections.

Any questions regarding submission of business plans should be addressed to Valerie Mamone-Werder at valerie@downtownsac.org or (916) 442-8575.



PARTICIPATION RELEASE

I, being at least eighteen (18) years of age, hereby authorize and irrevocably grant the representatives of the *Calling All Dreamers Competition*, its successors and assigns, the following rights: to record my likeness, image, name, voice, performance, biographical information, or otherwise on film, video, audio, CD, DVD, or other media; to edit such media at its discretion; to incorporate that material into a recorded program print publications, electronic publications, software, movie and sound films or tapes, broadcasts (radio and television), programs, or otherwise, and to use and license others to use such publications, recordings, software, movie and sound films and tapes and broadcast programs in any manner of media whatsoever, including unrestricted use for purposes of publicity, advertising and sale promotion, and to use my name, likeness, voice, and biographic or other information in connection therewith.

I understand that the representatives of the *Calling All Dreamers Competition* exclusively owns all rights to these recordings irrespective of the form in which they are produced or used, and I am authorizing the use of the aforementioned items, at any time or times, throughout the world in perpetuity, without further compensation or permission. I represent that I have the right to enter into this Agreement, and that my performance and the rights I have granted in this Agreement will not conflict with or violate any commitment or understanding I have with any other person or entity.

I further agree to indemnify and save harmless the representatives of the *Calling All Dreamers* liability for damages, losses, or expenses of any sort arising from the making of such recordings and their use, including, without limitation, claims with respect to inaccuracy or breach of any provisions of this Agreement.

I further agree that in no event shall the *Calling All Dreamers Competition*, its affiliates, agents, successors and assigns, including but not limited to, the Downtown Sacramento Foundation ("DSF") and the Downtown Sacramento Partnership ("DSP"), be liable to me for any direct or indirect, special, incidental, or consequential damages in connection with or arising out of any awards or prizes promised to be awarded, available to be awarded, and/or awarded to me by the *Calling All Dreamers Competition*, its sponsors and affiliates, agents, successors and assigns. I acknowledge and agree that DSF and DSP shall not be sureties or guarantors for any award or prize.

I further affirm ownership of the business plan and concept as original and free from any claim of copyright or other restriction relating to the competition.

I have read and understood the contents hereof, and have the right and authority to execute this release and indemnification. I understand that this Participation Release is to be interpreted under the laws of the State of California without resort to its conflict of laws rules, and I hereby submit to the jurisdiction of the courts of the State of California. This agreement represents the entire understanding of the parties and may not be amended unless mutually agreed to by both parties in writing.

Signature of Applicant: _____

Name & Title (Please Print): _____

Phone: _____

Date: _____



OFFICIAL RULES AND REGULATIONS

- 1) By submitting an application, all applicants agree to these Official Rules and Regulations and to all decisions of the selection committee, which are final and binding.
- 2) DSF reserves the right to accept or reject any submission. Participants retain the rights to their business concept at all times.
- 3) Judges will review plans with strict confidentiality.
- 4) Printed business concept proposals and electronic media (CD or Jump Drive) submitted for consideration will not be returned.
- 5) Decisions, judgments, and selections of the committee are at the discretion of the DSF and are final.
- 6) The DSF reserves the right to use all participants' names, likenesses, pictures, portraits, voice, biographical information, written submissions, and written or oral statements, for advertising and promotional purposes without additional compensation to participants.
- 7) By submitting the application, candidate releases and discharges the DSF, DSP, participating sponsors, property owners and any other legal entity or individual involved with or otherwise providing services related to this competition and all their respective employees, officers, directors, representatives and agents from liability or damage due in whole or in part to participation in this competition.
- 8) By submitting the application, candidate affirms ownership of the business plan as original and free from any claim of copyright or other restriction relating to the competition.
- 9) By submitting an application for and entering the competition each applicant advancing to the final phase of the competition authorizes the DSF to conduct a credit and background check.
- 10) The DSF seeks to consider support to any viable business entering the completion whether or not that business wins the *Calling All Dreamers Competition*. All entrants with feasible business plans may be contacted by DSP with information about available retail property in Downtown Sacramento.
- 11) The DSF reserves the right to change these Official Rules and Regulations at any time, in its sole discretion, and to suspend or cancel the competition or any entrant's participation in the competition.
- 12) Winner's Obligations
 - a) Execute a lease agreement with selected property owner by July 2, 2015. Owner may require a multi year lease up to three years including the 12-month free period.
 - b) Be open to public no later than November 2, 2015.
 - c) Participate in *Calling All Dreamers Competition* public relations campaign for a 12-month period following the award.
 - d) Complete SCORE business operation educational seminar following the final selection.
 - e) Operate standard business hours, minimum 5 days a week.
 - f) Abide by all laws and regulations necessary to operate legally in the City of Sacramento.
 - g) The DSF may request a review of finances and strategies from the winner on a quarterly basis for the first year.
 - h) Carry liability insurance listing DSF, DSP, property owner and applicable sponsors as additionally insured for a period commensurate with fulfillment of prize package including services provided.



Initial _____

OFFICIAL RULES AND REGULATIONS (con't)

13) Prize Package

- a) One (1) prize package will be awarded. The winner will be solely responsible for all taxes and all other fees and expenses not specified herein associated with the receipt and use of the Prize Package. The Organization accepts no responsibility for repairing any real or supposed damage to any portion of the prize.
- b) There are no substitution, transfer, or cash equivalent for prizes, except that the DSF may, at its sole discretion, may make substitutions as necessary. The prizes are expressly limited to the item(s) listed and unless otherwise expressly specified, do not include taxes, gratuities, or any other expenses. Other restrictions may apply.
- c) Winner will be responsible for initiating consult and have up to a twelve-month period following the date of award to utilize pro bono services. Any unused portion of the prize package at the twelve-month point will be forfeited.
- d) Availability of facilities in the Building Inventory Prize Package Sheet are subject to change.
- e) There is no guarantee, expressed or implied, that any business will receive an award. Should no entries into the competition meet the entry criteria, should no entry have a reasonable chance for success and should the selection committee determine no winner exists for that year of the competition, no award will be made for that year and the award money will be used for the following year's competition
- f) Winner will be subject to and responsible for all legal requirements regarding the acceptance of the award, including but not limited to IRS Code regarding prizes and awards.
- g) By accepting the grand prize award package, the winner releases and discharges the DSF, DSP, participating sponsors, property owners and any other legal entity or individual involved with or otherwise providing services related to this completion and all their respective employees, officers, directors, representatives and agents from liability or damage due in whole or in part to the award, acceptance, possession, use or misuse of the prize or from participation in this competition.
- h) Failure to honor this agreement may result in the business owner being mandated to pay back, in full or in part, award monies and equal expenditures of services provided in the prize package.

Applicant Signature: _____

Date: _____



PROCESS

To be eligible for the Calling All Dreamers competition you must be a legal US resident, 18 years of age or older at the time of submittal of competition application. The competition is open to a new startup business, an expansion or relocation of an existing business from outside the City of Sacramento or a current downtown Sacramento business with the intent to introduce, open, or operate a concept, which will offer a new element and not promote the existing location/business model.

1. Submit hard copy of completed application with all required submittals, an electronic copy of the business concept (jump drive or CD), and a \$50 registration fee made payable to the Downtown Sacramento Foundation by 5:00 pm Monday, March 23, 2015 to:
**Calling All Dreamers Competition
Downtown Sacramento Foundation
980 9th Street, Suite 400
Sacramento, CA 95814**
2. Applications and required submittals received past the deadline will not be considered.
3. All entries must be original and free from any claim of copyright or other restriction relating to the completion.
4. The selection committee will accept up to 15 applicants to advance to the next stage of the process. All other applicants will be informed of their removal from the competition.
5. By April 27, 2015 up to 15 semi-finalists will be required to:
 - a. Identify a preferred space from the available options
 - b. Refine and submit the updated business concept model and supporting documents that are site specific, address any selection committee follow-up questions and requests for additional detail. It is recommended that semi-finalist participate in SCORE's 3-part Business 100 series.
 - c. Submit a competition 'status update' short video for public relation purposes. Further directions will be provided by DSF.
6. Selection committee will choose up to 5 applicants as finalists.
7. Finalists will be required to test their business concept before SCORE's Sounding Board in an effort to maximize their chance for success. A special Calling All Dreamers Sounding Board will be scheduled on May 7 or 8 for finalists, but applicants can attend the regularly held Sounding Boards at any time prior to the Calling All Dreamers Selection Panel pitch.
8. Finalists will be ask to participate in a short interview style video that will be produced by the DSF and utilized online to further audience engagement.
9. Credit, reference and background checks will be conducted for remaining finalists.
10. On May 21, finalists will appear before the Calling All Dreamers Selection Panel to present their respective business concept models, demonstrate via product or electronic media how the business might be featured, displayed, marketed, etc. During the pitch, the finalists must be prepared to answer questions from the panelists and to demonstrate product and business acumen as well as to discuss financial planning for the purpose of sustaining a minimum three-year business plan.
11. Upon concurrence of credentials, validity of concept, and applicability of the business to Downtown Sacramento, the DSF Board will confirm a winner by May 26.
12. In the event the selected winner cannot be contacted following a period of seven days, an alternate winner will be selected.
13. The winner must then negotiate with a property owner in the DSP defined Downtown District to finalize the site-specific details and construct a working lease agreement no later than 30 days after being notified.



SELECTION CRITERIA GUIDELINES

When completing your Business Plan Concept, take into consideration the following elements, as they will be used as guidelines for evaluation.

Viability of Concept:	Will the products or services being offered be supported by Downtown's market? Is the concept a good fit for Downtown?
Experience:	Does the applicant have relevant experience and a perceived ability to execute plan? Is there a strong management team in place?
Resources:	Is there a reasonable 3-year projection that supports ongoing access to necessary resources? Is there a plan to continue reinvestment back into the business?
Business Plan:	Have you taken the time to research and analyze the facts, is there a well developed and clear strategy for the business concept's success and profitability? Have you participated in any business workshops or consulting services (SCORE, Sacramento State's Center for Small Business)?
Operating Practices:	Businesses planning to be open extended regular operating hours such as evenings and weekends will score higher.
Uniqueness of Use:	Concepts, which are new to Downtown and provide a diverse and unique offering to the downtown marketplace, will rate higher scores.
Job Creation:	The ability of the business to employ more individuals, specifically Sacramento residents, will earn them higher scores.
Investment:	The amount of investment by the owner will be considered as important.
Independent/Destination:	Retail concepts that independently serve as a draw for a tremendous amount of unique traffic will be given additional consideration.
Community Development:	How will the business participate in Downtown activities, connect with the community and contribute to the development of Downtown?