



"Powered Locally"  
Retail Challenge

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WE WANT YOU TO BE A PART OF OUR  
PROMISING FUTURE

## OVERVIEW

### Retail Challenge

The Powered Locally Retail Challenge is designed to activate our entire Downtown and create the volume of retail needed to generate downtown “destination” type commerce and economic development. Using our existing businesses, entrepreneurs, and providing pop-up opportunities we can enhance the retail make-up in Downtown Ortonville through the Retail Challenge.

The Ortonville community is offering an incentive package worth up to \$10,000 for one winning retail business that will open or expand in Ortonville’s historic downtown district in 2021.

### Summary

The Retail Challenge is a competition supporting entrepreneurial start-ups or expansion designed to spur economic growth in Ortonville’s historic downtown area. Business concepts eligible for the competition are:

- New Retail Businesses – start up or relocating with the first 2 years
- In-Home Businesses – looking for a retail storefront
- Second or third retail business – satellite location of an existing location in another town
- Expansion of a current downtown retail business that includes an added business concept

The Retail Challenge is organized by Ortonville Downtown Development Authority in partnership with Oakland County Economic Development, MI SBDC, local businesses, organizations, and residents of the community.

### Phases of Competition

- Phase 1 : Contest Application
- Phase 2 : Pitch and business plan prep for finalists
- Phase 3: Submit business plan and personal interview
- Phase 4 : Final live pitch to judging panel

### Judging

Judges will include a mix of retail business owners, residents, village officials, DDA Directors, and economic development professionals. Judges will be responsible for selecting those who will advance to the next phases.

### Goals

- Recruit businesses that will enhance the business mix in downtown Ortonville.
- Provide businesses a head start during the toughest year of operation (the first year).
- Strengthen the local economy by attracting unique and specialty businesses.
- Transform empty business spaces into more attractive and beneficial locations.
- Build a “buzz” and promote Ortonville as a great place to start a business.
- Display the community’s commitment to downtown Ortonville.

## PARTNERS

### Overview

In an effort to add to the retail mix in this historic town, those in the city with a passion for retail created The Retail Challenge. Ortonville DDA and community sponsors are partnering to organize a challenge that will truly benefit everyone, from those looking to fill their shopping bags to those looking to fill available retail space with new and exciting retail offerings.



### Ortonville DDA

The Ortonville DDA is made up of volunteers, people from many different backgrounds, dedicated to creating vibrant businesses downtown. The Ortonville DDA helps businesses and the community prosper together by assessing the needs of local businesses, customizing resources to meet those needs and special promotions. We provide technical expertise, a valuable network of contacts, and an array of benefits through viable partnerships.



### Genisys Credit Union

In an effort to support the attraction, retention and growth of small businesses in historic downtowns like Ortonville, Main Street Oakland County has partnered with Genisys Credit Union to create the Spirit of Main Street Micro Business Startup Grant Program. This grant program has helped in large part to fund our Retail Challenge incentive package.



As part of the Economic Development Department, Main Street Oakland County (MSOC) is our unique economic development program for downtowns, with a historic preservation philosophy and an emphasis on "sense of place." We help local government develop their downtowns as vibrant, successful districts that serve as the heart of their communities. The Main Street Program advocates a return to community self-reliance, local empowerment, and recognition and development of Ortonville's unique characteristics.

Oakland County's Economic Development has experienced, skilled and successful business counselors. Oakland County business owners can access powerful business tools, data analysis and business services that can lead to long-term business success.



The Michigan Small Business Development Center (SBDC) enhances Michigan's economic wellbeing by providing consulting, training and market research for new ventures, existing small businesses and advanced technology companies.

The Michigan SBDC is committed to foster and sustain a culture of inclusion through equitable outreach and service to Michigan's diverse business community.

# COMPETITION

## Phase 1 – Business Concept Application -

Applicants will be required to submit an official application form. Please complete our application form. You will need to be prepared to:

- Provide an overview of your business
- Define your target market and the need you fulfill within that market
- Outline your operating and marketing strategy
- Explain your competitive advantage
- Provide details on your current revenue and customer base
- Outline how you would allocate winnings and provide details on any other funding that would be necessary to get the business up and running.

Applications received past the deadline will not be considered unless otherwise approved.

## Phase 2 – Prep Your Pitch and Plan

All applicants selected to move onto Phase 2 are eligible to attend a Pitch Prep workshop hosted by the DDA and SBDC. You will also be given access to online resources that will help you prepare your business plan. Finalists are expected to prepare a formal business plan to be submitted to the committee prior to the final pitch. Business plan should follow the provided template which includes but is not limited to:

- Executive Summary
- Company Description
- Products and Services overview
- Marketing Plan
- Operational Plan
- Management and Organization
- Startup Expenses and Capitalization
- Financial Plan
- Resume
- References
- Community Impact Summary stating:
  - How your business will enhance Downtown Ortonville
  - How your business can complement existing businesses in Downtown Ortonville
  - How your business plan stands out.

Business plans received past the deadline will not be considered for this Competition unless approved by the DDA.

# COMPETITION

## Phase 3 – Submit business plan and conduct personal interview

Finalists will need to have a clearly thought out business plan submitted to the committee so that it can be reviewed by the committee prior to your live pitch. Plans should be submitted in electronic format as a Word or PDF document. Personal interviews will be scheduled the week of August 16th.

## Phase 4- Live Pitch

The Final Pitch will be a dialogue with the Retail Challenge Committee. Finalists will describe their idea in person in front of the committee and members of the community, think Shark Tank Style. This Phase encompasses all of the previous steps, so participants should be prepared to display and show the business plan. The presentation can be verbal or include media (video, PowerPoint, etc). The committee will fully examine the plans and presentations, will contact references and determine the grand prize winner.

### How to Apply

To apply, contact Ortonville DDA. An official application form must be completed and arrive at Ortonville DDA no later than 5:00 PM on July 12th, 2021. Application form can be found online at [www.ortonvilledda.org](http://www.ortonvilledda.org).

### Timeline/Deadlines

- 06/01/21 Initial Press Release and Announcement of the Competition
- 07/12/21 Phase 1 – Business Concepts / Official Entry Form Due
- 07/19/21 Announcement of those advancing to Phase 2
- 07/26/21 Phase 2 – Prep your Pitch and Plan
- 08/09/21 Deadline for business plan submission
- 08/23/21 Live Pitch / Personal Interviews (Week of August 16th, 2021)
- 08/30/21 Announcement of Grand Prize Winner
- 11/01/21 Business must be open no later than this date (unless extension granted)

### Questions

**[director@ortonvilledda.org](mailto:director@ortonvilledda.org)**

## INCENTIVE PACKAGE

### Package Deal

One Grand Prize winner will receive a package worth up to \$10,000. In addition to the prizes listed below, additional prizes are being added. Total package worth is dependent upon selection of business location.

### Cash

All incentive dollars will be held by the DDA. Winner must submit proof of purchase for approved items for reimbursement by the DDA. The Ortonville Downtown Development Authority (DDA) is offering a \$8,000 grant that can be used on the following types of "hard" assets: office equipment, merchandising equipment, shelving, POS system, interior improvements, etc. In order to receive this grant, the Grand Prize Winner must enter into an agreement with Ortonville DDA. All assets purchased with funds from this grant will be the property of Ortonville DDA for 3 years, after such time, the assets will become property of the Grand Prize Winner. This ensures that the assets will remain in the Ortonville community during the duration of the agreement.

### Facade/Signage Grant

The Revitalization Grant Program provides partial funding for eligible façade improvements and/or signage (up to \$2000) for commercial or mixed use buildings inside the Village of Ortonville limits. This program is available to property owners or business tenants. Eligible Improvements include:

- New Sign, repair or replacement of sign
- Full façade: painting, trim, and or siding
- Awnings
- Architectural Elements or Details
- Hardscape Materials such as pavers, retaining walls, landscape rocks.
- ADA Compliant additions or repairs to entrances

### Rent/Utilities

Select property owners have committed to offering reduced rents in exchange for signing a 3 to 5 year lease. Details of the reduced rent and lease terms to be negotiated with the property owners, including amount of reduction, deposit requirements, and so on (value dependent upon the lease negotiations).

### Marketing/Merchandising

- RD Design will provide free basic website set up (\$2,000 value)
- RD Design will provide free order of business cards and stationary (\$200 value)
- Marketing Package from Boom Done including:
  - Demographic information on target area
  - Marketing Consultation
  - Custom Tactical Marketing Plan
  - Branding Strategy
  - Print and Digital Presence business set up
  - 1 Month marketing training and support

### Downtown Development Authority Programs & Resources

## ORTONVILLE DDA RETAIL

- 12 months free membership to the Downtown Ortonville online Marketplace
- Free mobile app funded by the DDA
- Participation in the DDA's Downtown Dollar gift certificate program
- Merchant Grant Program

## RULES & ELIGIBILITY

### Eligibility

- The contest is open to all legal U.S. residents, 18 years of age and older at the time of entry.
- Proposed businesses must be for-profit.
- Proposed businesses can be independent operations or franchised.
- Proposed businesses can be a one-person concept or a team concept.
- Local businesses can apply as an expansion, so long as it introduces a new element in the current business.
- The contest boundaries are: within the historic downtown area (see map in this packet).
- Businesses must be able to operate in one of the available spaces within DDA jurisdiction.

### Official Rules & Regulations

- Prizes are non-transferable and may not be redeemed for cash; substitutions by Prize Winner are not allowed.
- Printed copies of business proposals submitted into the contest may not be returned.
- The Retail Challenge Committee will judge the business concepts and business plans. The Retail Challenge Committee will choose one winner.
- By participating in this contest, you agree to these Official Rules and to all decisions of the Supporting Partners and the Retail Challenge Committee, which are final and binding in all respects.
- Ortonville DDA reserves the right to use participant's names, likeness, picture, portrait, voice, and written submissions and written or oral statements, for advertising and promotional purposes without additional compensation unless required by law.
- By entering the contest, you are validating the acceptance of credit check in the first phase.
- Grand Prize Winner shall assume responsibility for the payment of all other items that are not part of the incentive package.
- Grand Prize Winner is required to have at least monthly contact with the Retail Challenge Committee prior to opening, in order to keep the Committee apprised of the progress.
- In accordance with the IRS Code regarding prizes and awards, a Form 1099-MISC may be issued by the Committee to the Grand Prize winner. Please consult your tax advisor for additional information.
- Contingency rules for any loans/agreements shall be given, which is separate from the contest rules.
- The Grand Prize Winner must have their business open by November 1, 2021 unless an extension is requested in writing by October 1, 2021 and granted by Ortonville DDA. If not completed thereafter, the grand prize is forfeited and may go to another entrant.
- By accepting the Grand Prize, the Winner releases and discharges Ortonville DDA, the Retail Challenge Committee, 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 promotion, and all their respective employees, officers, directors, representatives and agencies from the liability or damage due in whole or in part to the award, acceptance, possession, use or misuse of Grand Prize or from participation in this Competition.



## RULES & ELIGIBILITY

- Information regarding the Grand Prize winner will be posted on Ortonville DDA's website and will be released to the public.
- The contest rules are not specifically bound by the category they are in (i.e., "Phase 1"). These category separations are for easier reading of the rules.
- The Retail Challenge Committee reserves the right to modify and/or extend the deadline dates.
- If a Grand Prize winner is unreachable after 15 days, an alternate Grand Prize winner will be selected.
- The committee reserves the right to take a phased approach and choose only one or two winners in the first round.

### Winner

The Grand Prize Winner will be required to enter into a contract with Ortonville DDA to receive awarded funds. Contracts will be issued following the conclusion of the competition. Winner will be reimbursed funds upon submission of receipts showing funds used towards agreed upon eligible expenses. Funds may be applied in any manner that is consistent with business ideas presented in the sales pitch. Winner must maintain a physical location within the historic downtown district (see map boundaries in this packet) from one year from their contract award date and within the Ortonville area from five years from their contract award date. This ensures that the business will open in the historic business district for at least one year and stay within Ortonville for five years. Winner will be required to do an interview with DDA for promotional purposes of the event.

## RESOURCES

### Business Pitch Tips

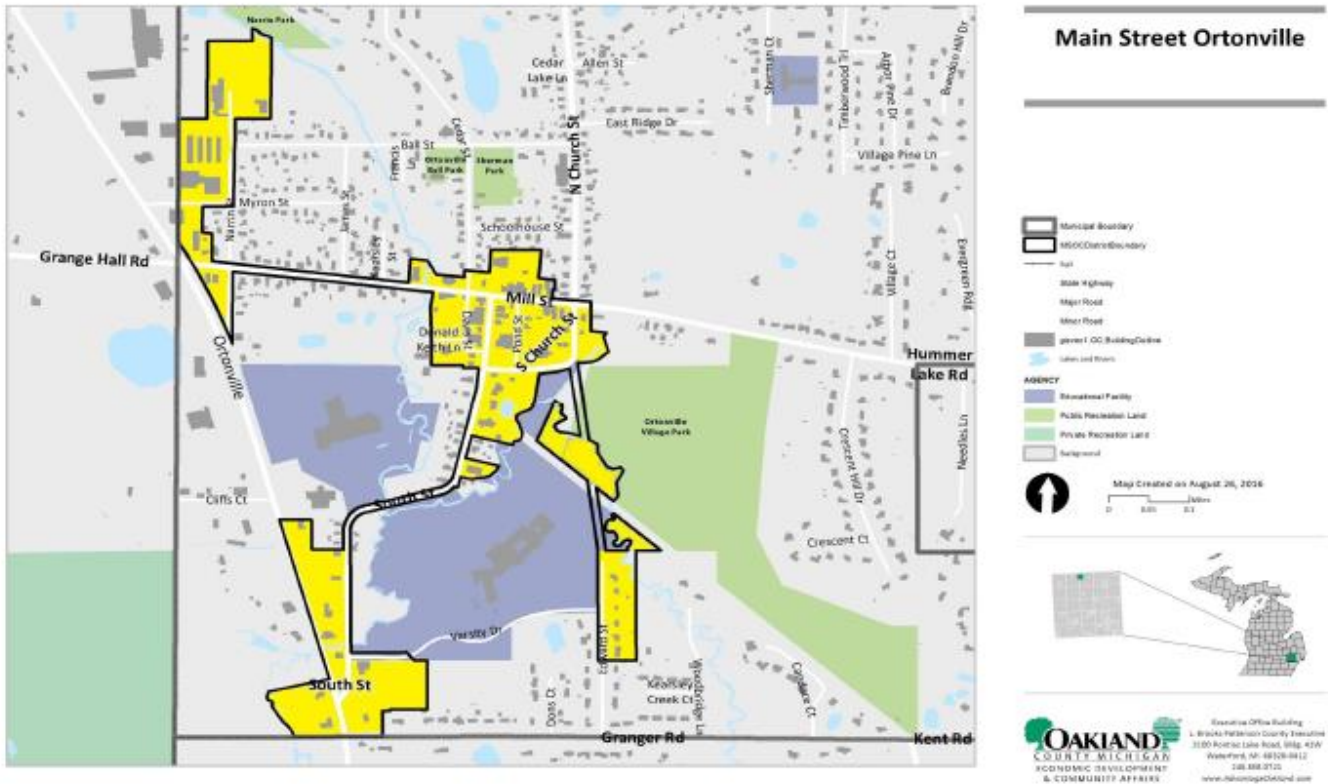
The Retail Challenge aims to foster entrepreneurial development within Ortonville's historic downtown district while providing technical and financial support for businesses. One component of the competition is the "sales pitch" which is your chance to tell the judges everything about your business and convince them that you should be the winner! Here are some items to consider including in your "pitch" . . .

- Think Shark Tank – Main Street style!!
- Make sure you include the what, why, and how related to your business.
- Judges will have access to your original entry form and business plan.
- You may use a PowerPoint presentation, product samples, or props. PowerPoints should be on a thumb drive.
- Be creative and have FUN!
- Be sure to include some of the financial aspects related to your business. Why do you need the prize money and what will you do with it? What are your current sales and what are your expected sales?
- What is your investment, experience in this business? It is vital that you have some "skin in the game".
- Who is your target customer and how will you reach them?
- Who is your competition? What is your competitive edge?
- How do you plan to market your business?
- How will your business benefit your downtown Ortonville?
- Time limit is 10 minutes. You will have 5 minutes for set-up and 5 minutes for take-down if needed. Practice your pitch several times, to different audiences, so you are comfortable with your presentation.
- Have someone video tape your pitch so you can watch it and evaluate.
- The judges will have 5 minutes to ask questions. Be prepared to answer.

# MAP

## Ortonville's Historic Business District

Winner must maintain a physical location within the historic downtown district (see map boundaries below) from one year from their contract award date and within the Ortonville area from five years from their contract award date. This ensures that the business will open in the historic business district for at least one year and stay within Ortonville for five years.



# DOWNTOWN AESTHETICS

## An Engaged Community

This is an exciting time to open a business in Ortonville. In the past several years, much emphasis has been placed on driving traffic to downtown Ortonville. With the opening of several new businesses, a host of community and DDA sponsored events, and a weekend Farmer’s Market, visibility in downtown is better than ever. Find out the benefits of being a part of a small, close knit and most importantly engaged community. Ortonville residents are supportive and dedicated to patronizing local businesses.



# EVENTS

