



DREAM·O·VATE

BUSINESS

COMPETITION

**APPLICATION TO PARTICIPATE
DUE: FEBRUARY 22, 2019**





WHAT IS DREAM-O-VATE?

Dream-O-Vate is a business competition that aims to increase downtown retail occupancy in Livingston County. We are actively seeking entertainment venues, ethnic and specialty eateries, and retail shops to enhance the downtown experience in the nine Villages of Livingston County (Avon, Caledonia, Dansville, Geneseo, Leicester, Lima, Livonia, Mount Morris and Nunda). The goals of the program are to:

- Recruit new business that will enhance the existing business mix
- Assist existing business that plan to significantly expand or branch into an additional business concept
- Create jobs
- Improve the economic climate for businesses through increased resident and tourist traffic in our Village cores
- Capture greater resident and visitor spending
- Create a positive buzz about Livingston County's downtown districts

ELIGIBILITY:

Entries can be a new business startup or diversification of an existing business. All ventures must be located in one of Livingston County's downtown districts. Locations within walking distance to the village core will be considered on a case by case basis if the applicant can exhibit how their business will help drive traffic downtown. There is no residency requirement for applicants.

IMPORTANT DATES:

- February 6th - Information Session @ Battle Street Brewery in Dansville (attendance at one session encouraged)
- February 11th - Information Session @ Rising Storm Brewing in Avon (attendance at one session encouraged)
- February 22nd - Application to participate due (mandatory to continue in competition)
- March 6th, 13th, 20th, 27th, April 3rd - Business Bootcamp (mandatory to continue in competition)
- April 15th - Final application, video pitch and business plan due (mandatory to continue in competition)
- May 6th - 10th - Winners announced
- May 10th and beyond – One on one assistance in starting/expanding your business

PRIZE PACKAGE:

A minimum of five winners will receive:

- Grant funds to be used towards furniture, fixtures, equipment, or inventory (grants will range from \$5,000—\$25,000 and be determined based on final business plan and budget)
- Signage package from Signlanguage Inc. valued at \$2,500
- One-on-one assistance starting/growing your business



SECTION 1: APPLICANT INFORMATION

Applicant Name (*must be business owner*):

Phone:

Email:

Mailing Address:

SECTION 2a: BUSINESS INFORMATION – NEW BUSINESS (*existing businesses proceed to Section 2b*)

Business Name (*we won't hold you to it*):

Type of Business:

Where do you want to locate your business? (*check all that apply*)

Downtown	I'm very interested	I would consider it	I'm not interested	I have secured a location
Avon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Caledonia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dansville	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Geneseo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leicester	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lima	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Livonia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mount Morris	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nunda	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you have secured a location, please provide the address:



SECTION 2b: BUSINESS INFORMATION – EXISTING BUSINESS *(new businesses proceed to Section 3)*

Business Name:

Business Location:

Is a new or additional location needed? No Yes *(if yes, please complete Section 2a)*

List ALL business owners and their percentage of ownership *(attach additional pages if necessary)*:

Name: _____ Percentage: _____

Name: _____ Percentage: _____

Name: _____ Percentage: _____

How many full time employees do you have *(not including owners)*?

How many part time employees do you have *(not including owners)*?

SECTION 3: APPLICATION QUESTIONS

Answer each of the following questions, typed, on a separate page and attach to your application. Do not attach a business plan in lieu of answering these questions. You are NOT required to submit a business plan at this time; finalists will receive assistance in preparing/refining their business plan later in the contest.

1. Tell us about yourself, as the business owner(s), and how you are motivated to execute your plan.
2. What is your background and experience?
3. What makes you hard-working and passionate about your work?
4. Explain what products or services you offer. What makes you and your business unique?
5. Tell us why Livingston County is the perfect location for your business. We are seeking business concepts that are viable in our downtown communities. Applicants should factor in the specific location including the neighborhood residents and how your business will fill a gap and complement surrounding businesses.
6. Increasing foot traffic in the downtown area is an important aspect of this competition. How will your business attract additional population to the area and strive to cross pollinate with the other existing businesses?



SECTION 4: CERTIFICATIONS

Neither the organizers nor the judges will sign non-disclosure agreements with any of the participants as part of the competition process. Livingston County Development reserves the right to use the name and location of the business, a brief description of the company provided as part of the application, the names of all applicants, and any photographs taken during the competition to publicize the program. Participation in this competition gives entrants no guarantees, expressed or implied, to any awards or to any potential or future funding. Copies of business plans submitted to the competition will not be returned to the applicants. Participants agree that the organizers of the competition are not liable for any direct or indirect damages, including any loss of revenue that may or may not be related to business advice received in conjunction with the competition. The grant funds that are included in the prize package of the Dream-O-Vate competition have been made available with financial assistance provided from Federal Community Development Block Grant funding. As a result, assisted businesses owners must income-qualify to receive funding or create at least one full-time equivalent job. If selected to move on in the competition, this information will be verified with personal tax returns. Livingston County Development reserves the right to amend or change the Dream-O-Vate Business Competition, its rules or organization at any time without prior notice. By entering, applicants, without limitation, release and hold harmless Livingston County Development, and their respective directors, officers, employees, and agents from any and all liability for any injuries, loss, or damage of any kind in connection with the Dream-O-Vate Business Competition. By entering this competition, applicants agree to waive any right to claim ambiguity or error in these official rules or in the competition itself.

In witness whereof, the undersigned applicant has executed and delivered the application as of _____, 2019.

APPLICANT:

Sign

Print Name

The deadline for the Dream-O-Vate Business Competition application is 3:00 PM EST on February 22, 2019. Late submissions will not be accepted. Applications can be submitted by email, mail, or in person. **Hand deliver or mail completed applications to:** Livingston County Economic Development, 6 Court Street, Room 306, Geneseo, NY 14454 **or submit electronically by emailing completed applications to:** info@LivingstonCountyDevelopment.com.