



CREATIVE INDUSTRY DISTRICT

SWAINSBORO'S CREATIVE MARKETPLACE COMPETITION

- Need a Business License*
- Could use some help paying Utilities*
- Call the Building Inspector*
- Free Rent to Help Me get on my Feet*
- Need a Good Building with a Great Location*
- Advertising to Get the Word Out*
- Some Start-up Money to Get my Business off the Ground*
- Open up my very own Business!*



EMANUEL COUNTY, GEORGIA

SWAINSBORO'S CREATIVE MARKETPLACE COMPETITION

Announces:

SWAINSBORO'S "CREATIVE MARKETPLACE" COMPETITION

Do you have a GREAT idea for a new worthwhile business?

Have you ever wished that there was an easy way to put your idea in motion?

What would it take to put your new store, restaurant or entertainment venue Downtown?

What if you could START YOUR OWN BUSINESS TODAY?

With your imagination and hard work, and this contest, Swainsboro's Department of Downtown Development is about to make your dreams come true!

This contest, the Creative Marketplace Competition, is designed to make your success our priority. The Creative Marketplace Competition is the first step to making your entrepreneurial vision into a reality!

Your potential can be found in Downtown Swainsboro!

Possible Prizes include:

- Subsidized Rent for ONE FULL YEAR!
- Pre-paid business license for ONE FULL YEAR!
- Your water bill, subsidized for ONE FULL YEAR!
- A Free Building Inspection!
- Free Advertising with Emanuel County's Radio and Newspaper!
- Start-up capital up to \$5,000.00 to get your business up and running!



CITY OF SWAINSBORO

SWAINSBORO'S CREATIVE MARKETPLACE COMPETITION

WHY ARE WE SPONSORING THIS CONTEST?

This competition is designed to stimulate economic activity and awareness of the resources available to grow new businesses in Downtown Swainsboro. We want to encourage entrepreneurs (you!) in the creation, start-up and early-growth stages of their businesses.

WHAT CAN I WIN?

The winners will have the opportunity to win seed capital (start-up money) and valuable services that will assist in launching their businesses in Downtown Swainsboro. Selected winners in each category will have the opportunity to open their business in Downtown, supplemented by a far-reaching incentive package. Details on the prize for 'Best Business Plan' in each category are outlined in the following under the subject header 'Awards.' **Additional prizes may be awarded to other eligible entrants.**

WHEN CAN I ENTER?

Registrants may enter between July 1, 2009 and September 1, 2009.

HOW DO I ENTER?

To enter, you must submit (1.) a summary of your proposed business plan electronically, as a PDF or a WORD document, to the City of Swainsboro at downtown@cityofswainsboro.org between July 1, 2009 and September 1, 2009. You can also send in or drop off your entry at City Hall located at 101 West Main Street, Swainsboro, GA 30401.

This business plan should include, at a minimum:

- A detailed description of the idea for your business.
- What product or service would you provide?
- Your market demographic. (Who would your clients be?)
- A management plan. (How would you run your business? What staff would you require? Etc.)
- Your sales estimate. (How much money do you anticipate bringing in every month?)
- Your Financial and Entrepreneurial Background. (Why are you the best candidate for this prize?)

Your submittal should contain (2.) a cover page with the proposed business name, as well as your name, e-mail address and telephone number.

(3.) A copy of the Entry Form and (4.) Publicity & Liability Release is to accompany your summary plan.

***PLEASE NOTE: DETAILED DIRECTIONS CAN BE FOUND ON THE FOLLOWING PAGES.**

HOW WILL THE WINNERS BE CHOSEN?

The Creative Marketplace Business Plan Competition winners will be selected on an objective basis as determined by the criteria in each of the three categories (Retail, Restaurant, and Arts/Entertainment). The judges will review each submitted business plan summary and select a winner.



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Those selected in the competition will be notified of their acceptance after September 1, 2009.

All participants must read and comply with the official contest rules to enter the Creative Marketplace Business Plan Competition. This competition is void where prohibited by law.

WHAT ARE THE DIFFERENT CATEGORIES?

The three categories are 'Retail, Restaurant, and Arts/Entertainment.'

The **Retail** category includes any business that that sells commodities or goods in small quantities to ultimate consumers. Businesses under the Retail Category are required to be open at least five days a week during regular business hours, participate in special events and serve the public. For this category, special consideration will be given to clothing retail stores.

The **Restaurant** category includes business establishments in which meals or refreshments may be purchased. Businesses under the Restaurant Category are also required to be open at least five days a week and serve the public. Special consideration will be given to restaurants that don't duplicate the food genres already available in Downtown Swainsboro.

The **Arts and Entertainment** category is for businesses that service a need in the community through arts or entertainment. Examples include, but are not limited to, a Photo Studio, a Ceramics Studio, a Craft Store, Coffee Shop with arts influence or other entertainment models. Just like the other two categories, businesses under the Arts/Entertainment category are required to be open at least five days a week and serve the public. In this category, special consideration will be given to businesses that don't duplicate the Arts/Entertainment businesses already available in Downtown Swainsboro.



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CREATIVE MARKETPLACE COMPETITION - DETAILED SUBMITTAL INSTRUCTIONS

Your submission should be received by Tuesday, September 1, 2009, by the close of business (4:30 PM Eastern Standard Time).

Your completed submission should include the following **four** items:

1. Your proposed business plan summary
2. A cover page complete with your proposed business name and your contact information, including name, e-mail address and phone number.
3. A filled-in Entry Form.
4. A completed and signed Publicity & Liability Release Form.

To submit your entry for this competition, please e-mail the four parts of your submission (as listed above) to downtown@cityofswainsboro.org as a PDF or WORD document or drop by or send to City Hall in Downtown Swainsboro at 101 West Main Street.

Please consider the following when writing your business plan summary:

Try to be as detailed as possible in the description of your vision for this business. What will the name of the business be, and why? What will you sell? What location would be ideal for your business?

If you have drawings, or photos, that better demonstrate your ideas, please include them.

Financially, what is your anticipated income? What is the projected budget for your business?

Why would your business be a positive addition to Downtown Swainsboro? How is it different than some of the businesses that are already downtown?

Have you ever managed a business before? What has that experience taught you about this opportunity? How will you ensure that your business will be open five days a week? What key personnel would your business require? Do you have a plan for the management structure?

What will you need to start your business? What equipment will be required? What kind of operational requirements will you have? Will your business have any impact on the environment, either positively or negatively?

How will you encourage clients to visit your new store? What are your target markets? Who do you imagine your customers are? Why will they come to your business as opposed to other similar businesses? Are there any market trends that you think we should know about that would be your business a great choice for downtown Swainsboro? How will you get the word out to your customers? How will you keep your prices competitive?

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

Some supporting documents that we would really like to see include:

- A credit reference
- A personal financial statement
- Your resume
- Corporate verification (if applicable)
- Licenses and proprietary filings (if applicable)



DOWNTOWN DEVELOPMENT AUTHORITY
101 WEST MAIN STREET
SWAINSBORO, GA 30401
(478) 237-7025

SWAINSBORO'S CREATIVE MARKETPLACE COMPETITION

PLEASE NOTE:

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 the executive summary, business section, management section, marketing section, and financial section.

Any questions regarding submission of business plans should be addressed to the Downtown Development Authority at downtown@cityofswainsboro.org or (478) 237-7025.

WHERE CAN I GET SOME ADDITIONAL HELP?

The Small Business Development Center, The Downtown Development Authority, Swainsboro/Emanuel County Chamber of Commerce and Joint Development Authority can provide assistance/information.

Small Business Development Center

1100 Brampton Avenue, Suite C
Statesboro, GA 30458
P: (912) 478-7232
F: (912) 478-0648

Downtown Development Authority

101 West Main Street
Swainsboro, GA 30401
P: (478) 237-7025
F: (478) 237-3358

Emanuel County Chamber of Commerce

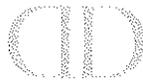
102 South Main Street
Swainsboro, GA 30401
P: (478) 237-6426
F: (478) 237-7460

HOW WILL THE JUDGES SELECT A WINNER?

Decisions will be made by a panel of judges consisting of representatives from the Joint Development Authority, Chamber of Commerce, City of Swainsboro, and Downtown Development Authority.

The judging panel will evaluate the plans on the following basis:

- Reasonable opportunity for success of the business
- Business meets an identifiable need in the Category
- Business strategy satisfies this need
- Business has identified and allocated proposed resources to be successful
- Business plan utilizes resources effectively
- Business has a believable competitive advantage
- Business has a sound target market analysis
- Realistic revenue and profit models
- Strong, experienced management team
- Realistic timeframe for business growth



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The entrants to the Competition will be judged on the merits of their proposed business plan. In the event of a tie, the judges will select the plan that has the higher score under "Reasonable opportunity for success of the Business." All decisions regarding the criteria will be made solely by the organizers and sponsors.

These Official Rules and the decisions of the judging panel are final and binding in all respects.

HOW DO I FIND OUT IF I WON?

The winners will be notified by email, regular mail, and/or telephone no later than **September 15, 2009**.

In addition to complying with the conditions set forth below, as a condition of receiving a prize, each winner must sign an affidavit of eligibility and publicity/liability release. Failure to sign and return all of these forms within 14 days following notification may result in disqualification and an alternate winner may be selected. Prize Packets are non-transferable. Non-compliance within this time period may result in disqualification and selection of an alternate winner. Return of any prize/prize notification as undeliverable may result in disqualification and selection of an alternate winner.

The Winners list will be available after the official awarding of prizes by contacting the Downtown Development Authority at downtown@cityofswainsboro.org.

ADDITIONAL TERMS AND CONDITIONS

Other Funding or Competitions

Teams that have already secured funding from any source must disclose the amounts and sources at the time of entry, or as soon as they become aware of any funding commitment during the duration of the competition. Teams that have entered a plan into any other business plan competition must disclose this at the time of entry or as soon as they enter their plan in another competition during the duration of the Competition.

Original Work of Authorship

All entries must be original and free from any claim of copyright or other restriction relating to the Competition.

Number of Entries

No individual may be included as a "team member" on more than one business plan, and no business may enter more than one business plan.

Payment of Prizes and Review

The cash awards paid by the sponsors/judges do not constitute an investment in the winning business plans. Sponsors/judges will not receive equity in the winning companies in exchange for the prize money. Awards to the winners of the Competition will be issued in the name of the company as set forth in the plan and the sponsors/judges do not assume any liability for any subsequent distribution. The DDA and its principal sponsors may request a review of finances and strategies from the chosen business in each category on a quarterly basis for the first year.

Rights Reserved

Sponsors reserve the right to change these Official Rules at any time, in its sole discretion, and to suspend or cancel the Competition or any entrant's participation in the Competition should



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unauthorized human intervention or other causes beyond Sponsors' control, affect the administration, security, or proper play of the Competition. No responsibility is assumed and entrants waive all claims for lost, late or misdirected entries, or for any problems of technical malfunction of any telephone or network lines, computer online systems, servers or providers, computer equipment, software, failure of any email or entry received by Sponsors on account of technical problems or traffic congestion on the Internet, the website or any combination, thereof including, without limitation, any injury or damage to entrant's or any other person's computer resulting from any causes, including without limitation downloading any materials in the promotion. Entrants who violate these Official Rules, tamper with the operation of the Creative Marketplace Competition Rules or engage in any conduct that is detrimental or unfair to Sponsors, the Competition, or any other entrant (in each case as determined in Sponsors' sole discretion) are subject to disqualification from entry into the Competition. Sponsors reserve the right to lock out any entrant whose eligibility is in question.

Vendor Agreement

Winners of the Downtown Development Authority Creative Marketplace Business Plan Competition are bound by award rules and can not relocate their business within Emanuel County from its current location designated by the awards agreement for the period of one year following the completion of this contract. Failure to honor this agreement may result in Business owner being mandated to pay back, in full/part, award monies and equal expenditure of services provided in this prize package.

Release and Waiver

By entering, participants, without limitation, release and hold harmless Sponsors, 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 Competition. By entering this Competition, you agree to waive any right to claim ambiguity or error in these Official Rules or in the Competition itself.

If you have any questions about these Official Rules or the Competition, please contact the Downtown Development Authority at City Hall in Swainsboro.

WHO ARE THE SPONSORS OF THIS CONTEST?

The sponsors of the Contest are:

- The Downtown Development Authority
- City of Swainsboro
- Joint Development Authority
- Emanuel County Chamber of Commerce
- Forest-Blade Newspaper
- Radio Jones
- D & W Investments
- Mainstreet Development
- Angela Russell Properties



CREATIVE DEVELOPMENT CENTER

SWAINSBORO'S CREATIVE MARKETPLACE COMPETITION

CREATIVE MARKET BUSINESS PLAN COMPETITION 2009 ENTRY FORM

Complete this registration form and publicity/liability release form and submit it with a copy of your Business Plan Summary.

Business Name _____

Primary Contact _____

Address _____

City/State/Zip _____

Telephone(s) _____

Email _____ URL _____

Are you 18 years or older and a legal resident of the U.S.? Yes No

Have you secured other sources of funds for your business? Yes No

If yes, please list: _____

Are you currently working with a Small Business Development Center?

Yes No If yes, which one: _____

Brief Business Description: _____

Which of the following Prize Packages **BEST** Suits your Business's Need (From Inventory):

1st Choice: _____

2nd Choice: _____

3rd Choice: _____



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DOWNTOWN DEVELOPMENT AUTHORITY CREATIVE MARKET BUSINESS PLAN COMPETITION

2009 Publicity & Liability Release

I, being at least eighteen (18) years of age, hereby authorize and irrevocably grant the representatives of the Downtown Development Authority Creative Marketplace Business Plan 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 Downtown Development Authority Creative Market Business Plan Competition exclusively own 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 Downtown Development Authority Creative Market Business Plan Competition, its sponsors and affiliates, agents, successors and assigns from any and all claims and 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 my right to privacy or publicity, and including reasonable attorney's fees, rising out of the inaccuracy or breach of any provisions of this Agreement.

I have read and understood the contents hereof, and have the right and authority to execute this release and indemnification. I understand that this Liability/Publicity Release is to be interpreted under the laws of the State of Georgia without resort to its conflict of laws rules, and I hereby submit to the jurisdiction of the courts of the State of Georgia. 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 Company Officer: _____

Print Name of Officer and Title of Officer: _____

Date: _____

Phone: _____



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AWARDS AND PRIZES

CAN YOU TELL ME MORE ABOUT THESE PRIZES?

The winners will be determined from all eligible entrants. The winners will be presented with awards by the Downtown Development Authority. Winners in each category will receive the following services for the one year (fiscal year beginning upon completion of business license)*:

1. SUBSIDIZED RENT FOR ONE YEAR

The winners in each category will choose the Rent Subsidy that best fits their needs from the building inventory Prize Package. Each Downtown location is highlighted in the building inventory and includes building specs, location and photos.

2. SUBSIDIZED BUSINESS LICENSE FOR ONE YEAR

Each Business is required to apply for a Business License which is good from January 1st to December 31st. The cost of Business License ranges according to number of employees. The Creative Marketplace prize includes a free Business License from the City of Swainsboro.

3. SUBSIDIZED WATER UP TO \$32.50 A MONTH

Businesses pay a Water Bill each month that includes water, sewer and garbage pickup. The minimum monthly payment for these services, which include up to 2,500 gallons of water, is \$32.50. The Creative Marketplace prize includes subsidized water, sewer and garbage pickup up to the \$32.50. *(Businesses are still required to pay a water deposit)*

4. SUBSIDIZED BUILDING INSPECTION

Any Business location that is undergoing renovations or whose power has been disconnected for more than 12 months is required by the City of Swainsboro to undergo a Building Inspection. The Creative Marketplace prize includes a subsidized Building Inspection for these locations and circumstances.

5. MONTHLY ADVERTISING IN 'THE FOREST-BLADE' Newspaper"

Winners of the Creative Marketplace prize are offered an Advertising Package that includes subsidized media advertising with Swainsboro's local newspaper The Forest-Blade. The Forest-Blade Newspaper will offer free advertising for a business in each category that includes 17 two-column X 3-inch advertisements and one Full Color ¼ Page Ad.

6. MONTHLY ADVERTISING on ALL of "Radio Jones" Stations

Winners of the Creative Marketplace prize will receive an extensive Marketing Program on one of Emanuel County's four (4) local radio stations covering all age, demographic and psychographic audiences represented in our community. WXRS, WJAT, WRJS and WEDB will provide a three (3) month FREE marketing/Advertising plan consisting of a once-daily News or Weather sponsorship on the station of your choice plus one FREE three hour live-remote broadcasts live from your new downtown location.

7. CAPITAL 'SEED' MONEY IN THE AMOUNT OF \$5,000.00 IN EACH CATEGORY

The winners of the Creative Marketplace in each category will be given capital 'seed' money in the amount of \$5000 to be spent in the first year of business for the creation, start-up and early-growth stages of their business.

7. EMANUEL COUNTY CHAMBER OF COMMERCE MEMBERSHIP

Winners of the Creative Marketplace Competition will be offered an annual membership to the Emanuel County Chamber of Commerce. This membership will keep you up-to-date on all programs that may benefit your new business, come with free copy of The New Business Start-up Guide and will make you eligible to attend all classes and events hosted by the Chamber.



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PLEASE NOTE:

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. The odds of winning a prize depend on the skill of the entrants and the number of entries received. All taxes associated with the prize are the sole responsibility of the prize winner. Prizes are not transferable. Availability of facilities in the Building Inventory Prize Package Sheet are subject to change. The Creative Marketplace Competition Jury will do their best to ensure that each winner receives their first choice Facility, unless said Facility is unavailable. In event of a tie between Businesses for a specific Prize Package Facility, the Creative Marketplace Jury will choose the winner whose Business Plan is deemed to be most successful in such facility.