



CITY OF CHARDON
Retail Business Grant Program
Applicant Guidelines

Any retail store residing in Chardon's Uptown District may be eligible for a **\$5,000** grant!

For more information contact:

The City of Chardon Planning & Zoning Department

440-286-2654 or visit the website at: www.chardon.cc

Sponsored by: The City of Chardon

Presented by: The City of Chardon and Chardon Tomorrow – Economic Restructuring Committee

The Retail Business Grant Program

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The Retail Business Grant Program – Uptown Chardon

Applicant’s Cover Page

APPLICANT: _____

HOME ADDRESS: _____

BUSINESS NAME & ADDRESS: _____

TAX ID NUMBER: _____

HOME PHONE: _____

CELL PHONE: _____

BUSINESS PHONE: _____

EMAIL: _____

CO – APPLICANT: _____

CO – APPLICANT ADDRESS: _____

CO – APPLICANT PHONE NUMBER: _____

AMOUNT OF GRANT REQUESTED: _____

ANTICIPATED BUSINESS EXPANSION / OPENING DATE: _____

DISCLAIMER: I, the undersigned, acknowledge that I have read the program description and requirements for the City of Chardon Retail Business Grant Program. I understand that approved grant assistance, if any, shall be repaid, if I fail to continuously operate a business in Chardon’s Uptown Business Area for two (2) years from the date I receive the grant funds.

Applicant’s Signature

Date

Co-Applicant’s Signature

Date

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The Retail Business Grant Program – Guidelines

PURPOSE: The Retail Business Grant Program is sponsored by the City of Chardon and presented by both the City of Chardon and Chardon Tomorrow – Economic Restructuring Committee. The Retail Business Program is to foster a retail business friendly environment, to attract new retail businesses, and to assist existing retail businesses with expansion / investment activities.

GOAL: One of the stated goals in the City of Chardon’s Comprehensive Plan is to “Preserve and reinforce Chardon Square as the City’s real and emotional “center” and focus of the community’s identity, including historic character, highlight being the traditional seat of City and County government, viable “main street” businesses, and surrounding housing.” The goal of the Retail Business Grant Program is to strengthen the retail mix in Uptown Chardon via variety and complementary stores.

ELIGIBILITY: Existing and new businesses that comply with the Retail Business Grant Program Terms and Conditions are eligible to apply for a grant. The majority of all merchandise offered for sale at the business shall be new merchandise. Resale stores are **not** eligible for the program. Antique stores and Bed & Breakfasts shall be eligible for the Retail Business Grant Program, subject to the Selection Committee’s review. Participants must expend verified funds and will be reimbursed up to, but no exceeding, 50% of expenditures. It is anticipated that the Retail Business Grant Program may provide grants up to \$5,000.00 per participant. Funding is made available from non-tax revenues for the 2016 year and is collected by the City. The current budgeted funds available is \$5,000.00.

PROCEDURE: Further information about the Retail Business Grant Program is available from the City of Chardon Planning & Zoning Administrator. Applications may be obtained and submitted to:

City of Chardon
Attn: Planning and Zoning Administrator
111 Water Street
Chardon, OH 44024

Four (4) complete copies must be submitted.

SELECTION COMMITTEE: The Selection Committee will review all applications. Applications will be evaluated on their viability, contributions to the Uptown Chardon District retail mix, support the City tax base, plan completeness, standardized score sheet and eligibility. When appropriate, banking and accounting professionals from the Chardon Tomorrow Economic Restructuring Committee will be consulted to review submitted business plans and offer suggestions for improvement.

After the Selection Committee approves a grant application, the Committee will make a recommendation and forward the application to the Chairman of the City of Chardon Finance Committee. The Finance Committee will hold a public meeting and approve or deny the application.

The Selection Committee will be comprised of the following three (3) representatives:

- Chairman, City of Chardon Finance Committee
- Two (2) Economic Restructuring Committee Members, Chardon Tomorrow

The 2016 City of Chardon Finance Committee member is: Jeffrey Smock.

The 2016 Economic Restructuring Committee Members are: Shawn Neece and Todd Petersen.

TERMS & CONDITIONS

1. The business must be located within the Uptown Chardon business area as depicted on the following map. Bed & Breakfast operations are exempt from this requirement.
2. Businesses that add to or enhance the business mix of Uptown Chardon will be favored. Examples of strengthening the retail mix might mean adding stores such as apparel, or a gourmet food store to provide greater variety to the uptown shopping experience, and to encourage retail stores with evening hours.
3. The Selection Committee will evaluate the applicant's project and business plan. An applicant will be required to submit business and/or personal financial statements.
4. An applicant to the Retail Business Grant Program must have signed or have an option to sign a lease with a minimum term of two (2) years or own their business location. A business which receives grant money shall remain open at the location identified in the grant for at least two (2) years from the date of the disbursement of grant funds. The City shall be

reimbursed for any fees including, but no limited to, reasonable attorney's fees associated with enforcement of this provision. A written lease with a term of two (2) years or more between the landlord and applicant or owner of the business shall be a condition of grant approval.

5. The Finance Committee shall conduct a personal interview and review the proposed project and business plan with the applicant.
6. An application must be submitted and the grant approved by the Finance Committee before the applicant opens or expands the business. Expenses incurred prior to grant approval will not be considered. The applicant must open the business or complete the business expansion within nine (9) months from the date of grant approval.
7. Expenditures will be reimbursed at 50% of value. Payroll is not an acceptable expenditure. Acceptable expenditures include, but are not limited to:
 - a. Building and leasehold improvements
 - b. First three (3) months' rent
 - c. Amounts spent for inventory, marketing, advertising, equipment, furniture and fixtures

Invoices or receipts of expenditures, in the amount of at least twice the grant award, shall be submitted within twelve (12) months of issuance of an occupancy permit from the City or approval of the Retail Business Grant Program application for existing business. One (1) grant disbursement will be made, up to the total of the grant awarded. Proof of payment is limited to copies of canceled checks, credit card receipts and other receipts or other documentation, which detail and verify the expenditure.

8. Only one (1) grant shall be awarded per business premise and/or expansion.
9. Failure to comply with grant terms and conditions shall result in forfeiture of grant funding.
10. An applicant whose application is denied by the Selection Committee may appeal the denial to the Finance Committee.
11. Recipients of the Retail Business Grant Program approval must maintain a paid small business level partnership in the Chardon Tomorrow Organization for two (2) years following approval of the grant.

City of Chardon

Geauga County, Ohio

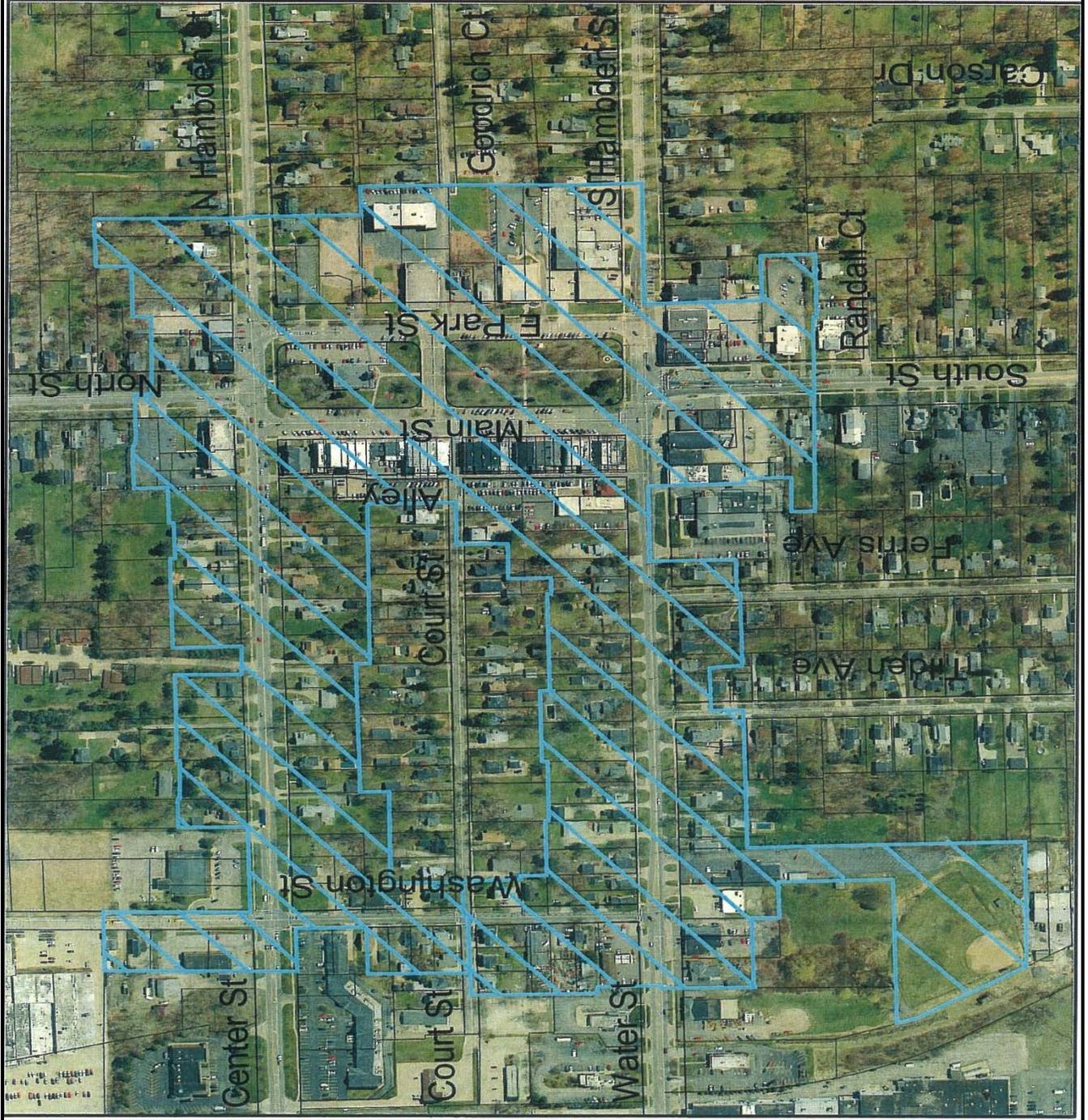
Uptown Chardon Retail Business Grant Program Area

Legend

-  Retail Business Grant Area Boundary
-  Retail Business Grant Area
-  City & Two Road Names
-  City Parcels



Graphic Scale



Prepared Aug. 3, 2010 by:
City of Chardon
Planning & Zoning Department

Aerial photo circa 2008
Street and parcel data from
Geauga County GIS data.

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The Retail Business Grant Program – Required Information for Grant Consideration

The Selection Committee or the City of Chardon Finance Committee may request additional information.

- Include a detailed business plan.
- Include a resume listing credentials.
- Provide proof of membership in Chardon Tomorrow (Or must be able to show proof of membership prior to the release of the grant monies.)
- Write a detailed description of the project.
- Include a statement of need for the project – include any background research and marketing.
- Provide a detailed itemized project budget chart including applicant's 50% matching share.
- Provide a copy of a two (2) year lease or proof of ownership of building.
- Write a list of advantages for the project.
- If a new business, provide a balance sheet and profit / loss statements for current and prior year.
- Provide a copy of the applicant's federal tax return for prior year (personal or corporate).
- Provide a projected revenue chart for the next three (3) years.
- Provide a schedule / timeline for the project completion with defined milestones.
- Write the days and hours of current operation and for proposed project.
- List any key personnel.
- Write any current and projected number of employees.
- Write a statement explaining how the 50% of the dollar matching will be funded.
- Write a personal statement guaranteeing the grant repayment should the business cease operation within two (2) years of received grant monies.
- Write a statement if the applicant is willing to accept less than the requested amount.

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The Retail Business Grant Program – Sample Business Plan Outline

The Business Plan Outline for a new business may include the following as applicable:

1. Description of your company, business and industry
 - a. Your Company
 - i. Mission statement (business report)
 - b. Your Business
 - i. Company vision (statement about company growth)
 - c. The Industry and its history
2. Features and advantages of your product
 - a. Description
 - b. Competitive advantage
 - c. Proprietary position
 - d. Future potential
3. Market research and analysis
 - a. Definition of your customers and markets
 - b. Target market
 - c. Market size and trends
 - d. Competition
4. Estimated market share and sales
 - a. Market plan
 - b. Market strategy
 - c. Pricing
 - d. Sales tactics
 - e. Service and warranty policies
 - f. Advertising, public relations and promotions
5. Design and development plans
 - a. Development status and tasks
 - b. Difficulties and risks
 - c. Costs
6. Operation plans
 - a. Legal form of ownership
 - b. Business location / hours
 - c. Facilities and improvements
 - d. Strategy and plans
 - e. Labor force, estimated job creation and payroll
 - f. Copy of existing or proposed lease or deed if owned

7. Management team
 - a. Key management personnel (credentials/resume)
 - b. Management assistance and training needs
8. Overall schedule
 - a. Timing of critical activities before opening (ex. signed lease, company incorporated, build-out complete, permits obtained, employees hired, opening date)
 - b. Time of critical activities after opening (ex. grand opening, expansion, product line/service expanded)
9. Response to critical risks and problems
 - a. Price cutting by competitors
 - b. Unfavorable industry-wide trends
 - c. Operating cost overestimates
 - d. Low sales
 - e. Difficulties obtaining inventory or supplies
 - f. Difficulty in obtaining credit
 - g. Lack of trained labor
10. Financial Plan
 - a. For a New Business
 - i. Detailed estimate of start-up costs
 - ii. Projected balance sheet (1 – 3 years)
 - iii. Projected revenue statement (3 years)
 - iv. Current personal financial statement on each principal
 - v. Federal or personal tax return for prior year
 - b. For an Existing Business
 - i. Balance sheets (previous 3 years)
 - ii. Income statements (previous 3 years)
 - iii. Cash flow statement (1 year)
 - iv. Federal or personal tax return for prior year

Attach any supporting pictures, brochures and other documentation.