



The purpose of Plainwell's Retail Acceleration Grant Competition is to attract new retail concepts to downtown Plainwell and attract dedicated entrepreneurs to the "top ten" available spaces in the Plainwell Downtown Development Authority Area:

111 N. Main Street <i>Recently renovated historic building for lease with 1,100 SF</i>	118 E. Bridge Street <i>Brandy's Boutique for Sale of for Lease \$600/month 3,000 SF</i>	108 S. Main Street <i>Allstate building for lease. 1463 SF. \$750/month for entire space or \$550 for front</i>	133 E. Bridge Street <i>BBMOON Boutique For Sale for \$78,900 with 1,400 SF</i>	137 E. Bridge Street <i>Rideau Interiors for Sale or Land Contract. Terms Negotiable. 2,000 SF</i>
140 E. Bridge Street <i>Fifth Third Bank Available January 2012 5,200 SF. \$265,000.</i>	138 S. Main Street <i>Elliott's Remodeling for sale or lease. \$39,900. 400 SF</i>	127 S. Main Street <i>Arlene's Café Restaurant for Sale for \$159,000 OBO. 1,800 SF</i>	131 S. Main Street, Suite 3 <i>For lease – 600 SF in fully occupied Main Street Commons</i>	135 N. Anderson <i>Former Harding's Friendly Market. Terms negotiable. 23,000 SF</i>

Photos of the above properties and contact information are located here: <http://www.plainwell.org/development/availableproperties.php>

The program is meant to increase occupancy downtown and counteract the challenges of business recruitment during the M-89 construction project: <http://www.plainwell.org/projects/>

Businesses that are selected in this competition, up to four, will receive the following benefits:

- 1) A grant totaling \$1,250 that can be used over a six month period between April 2012 through September 2012 for rent OR a one-time grant (capped at \$1,250) to be used for real estate acquisition.
- 2) Training in basic business management provided by the Small Business Development and Technology Center
- 3) Mentoring program with a successful downtown business.

In exchange, the retailer agrees to the following conditions:

- 1) Participate in the training and mentoring programs offered by the Plainwell DDA.
- 2) Retailer shall, at a minimum, be open for business 40 hours per week six days a week

Additional Criteria

- 1) Retailer shall remain in continuous operation within the DDA district for at least six months between March and August 2012. Retailer who fails to do so shall repay all or a portion of the grant.
- 2) The retailer providing new or underserved products or services and that complements the responses to the survey administered to the community prompting what "businesses would you like to see join the downtown district" will be given preference." Some of which include a bakery, deli, health food store, pet supply, clothing, hobby, scrap booking, wine and cheese, and music store.

Application Process

Application and attachments must be sent to the City of Plainwell Economic Development Manager at 141 N. Main Street, Plainwell, Michigan 49080 (see application for required documentation) on or before March 1, 2012.

APPLICATION: PLAINWELL DDA RETAIL ACCELERATION GRANT COMPETITION
Complete and Return On or Before March 1, 2012

Applicant:

Applicant Address:

Applicant Phone:

Business Name:

Email:

1. Describe your proposed store and its inventory.
2. Explain why this business will succeed and why it will succeed in Downtown Plainwell.
3. Outline the marketing strategies you will employ to get the word out about your store as well as during the M-89 Construction project.
4. Describe your staffing strategy and planned hours of operation.
5. Include photographs of proposed inventory and any other information you deem useful.
6. Include a resume or brief biographical summary of your professional career and community work. Use a separate page.
7. Please list two references and their contact information.

CERTIFICATION

I/We certify that all information set forth in this application is a true representation of the facts pertaining to the proposed business for the purpose of obtaining funding under the Plainwell DDA Retail Acceleration Grant Competition.

Signed this _____ day of _____, 2011 / 2012

By: _____

Its: _____