

2010 Pottsville Business Plan Competition

Guidelines & Questionnaire

Questions or comments? Please contact:
Pottsville Area Development Corporation, One South Second Street, Pottsville, PA 17901
Phone: 570-628-4647 - Fax: 570-628-2860
info@pad-co.com

Eligible Applicants

Concepts

All viable business concepts will be accepted as part of this competition including:

- Arts Retail
- Technology
- Food service
- Professional
- Etc.

Applicants

Anyone interested in creating a new business in the City of Pottsville including:

- A new business to the downtown
- Relocation of an external business into the downtown
 - This includes businesses from other communities that are looking to start an extension of their existing business
- Expansion of a business currently located in the downtown area
 - These businesses must be creating a new business concept and not simply expanding the space for their current concept

Exclusions

This contest is not open to:

- Employees, officers, and/or directors of the Pottsville Area Development Corporation AND their families
- Existing business operators in downtown Pottsville without a new business concept
- Franchises

Prize Packages

Prizes will be awarded to the highest scoring business plan as well as the first and second runners-up.

Phase I - Questionnaire

A preliminary qualifying questionnaire (see attached) must be completed by those interested in participating. Deadline for submittal is March 5, 2010. Entrants who meet the minimum requirements to move to Phase II will be notified by March 12, 2010.

Phase II - Business Plan

A completed business plan must be submitted by 4:30 pm on April 21, 2010 and should include an Operating Plan, Marketing Plan, and Financial Information.

Confidential business plan assistance is available from Ruth Hughes at the Wilkes Small Business Development Center, 91 S. Progress Ave., Pottsville, PA 17901, 570-628-4151.

Entrants who meet the minimum requirements to move to Phase III will be notified by June 4, 2010.

Phase III - Presentation

Personal presentations will be requested of the final candidates on June 18, 2010 and should address the interest in pursuing the venture, personal business experiences, short and long term goals, as well as the perceived strengths and weaknesses.

Competition winners will be announced by June 25, 2010

Timeline

1/25/10	Kickoff of Business Plan Competition
3/5/10	Applications for Phase I Due
3/12/10	Announcement of Phase II Participants
4/21/10	Phase II Information Due
6/4/10	Announcement of Phase III Participants
6/18/10	Phase III Presentations
6/25/10	Announcement of Competition Winners

Pottsville Business Plan Competition

Questionnaire

Completed questionnaires must be received no later than 4:30 PM on, March 5, 2010.
Please submit to:

Pottsville Area Development Corporation
Attn: Business Plan Competition
One South Second Street, Second Floor
Pottsville, PA 17901

Name: _____

Address: _____

Phone #: _____ E-mail: _____

Business Description

Please complete accurately and concisely. If additional space is required, please provide as an attachment.

1. Are you or is a member of your family an employee, officer, and/or director of the Pottsville Area Development Corporation? Yes ____ No ____

2. What is the title of your business? _____

3. Are you interested in developing a long-term business in downtown Pottsville?
Yes ____ No ____ If no, please explain. _____

