

# **2008 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](mailto: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 May 9, 2008. Entrants who meet the minimum requirements to move to Phase II will be notified by May 16, 2008.

## Phase II - Business Plan

A completed business plan must be submitted by 4:30 pm on May 9, 2008 and should include an Operating Plan, Marketing Plan, and Financial Information.

*Confidential business plan assistance is available from Ben-David Kaminski 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 July 25, 2008

## Phase III - Presentation

Personal presentations will be requested of the final candidates on August 8, 2008 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 August 14, 2008

### Timeline

April 1, 2008	Kickoff of Business Plan Competition
May 9, 2008	Applications for Phase I Due
May 16, 2008	Announcement of Phase II Participants
July 11, 2008	Phase II Information Due
July 25, 2008	Announcement of Phase III Participants
August 8, 2008	Phase III Presentations
August 14, 2008	Announcement of Competition Winners

# Pottsville Business Plan Competition

## Questionnaire

Completed questionnaires must be received no later than 4:30 PM on, May 9, 2008. 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. \_\_\_\_\_

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