

Billings<sup>Downtown</sup>  
**BATTLE OF THE PLANS**  
BUSINESS PLAN COMPETITION

2017



ROCKY MOUNTAIN COLLEGE

**This program of the Downtown Billings Alliance, in collaboration with Montana State University Billings, Rocky Mountain College, and Big Sky Economic Development, is aimed at serving as a catalyst to encourage entrepreneurs to submit their for-profit, retail business concepts for consideration for their business venture in the heart of Downtown Billings.**

## Goals:

1. To assist with the opening of 1(one) new-to downtown, for-profit retail business in Downtown Billings (within the boundaries of the Expanded N. 27<sup>th</sup> St. Tax Increment District – hereinafter TIFD).
2. To assist with the expansion of an existing downtown business.
3. To grant one (1) cash award to one college student from MSU B or Rocky Mountain College for an exceptional business concept and plan.
4. To attract and support new and expanding business to the Downtown Billings TIFD and strengthen our already established business base. Retail business includes the following categories: apparel, specialty, grocery/market, general merchandise, and food. (Other categories may qualify, inquire at [www.downtownbillings.com/battleoftheplans](http://www.downtownbillings.com/battleoftheplans) or [info@downtownbillings.com](mailto:info@downtownbillings.com)).
5. Showcase the broad variety of business opportunities in the Downtown Billings TIFD.
6. Fill available retail space with new businesses that complement the existing tenant mix and highlight the potential for businesses to stand out.

### **2017 GRAND PRIZE WINNER**

*New-to-Downtown, For-Profit Business*

<b>Start-up Assistance</b>	<b>\$25,000</b>
<b>Signage and Buildout Valued at</b>	<b>\$4,000</b>
<b>Advertising Design Marketing Valued at</b>	<b>\$1,000</b>
<b>Education - Training Valued at</b>	<b>\$1,000</b>
<b>One Year Membership - DBA Valued at</b>	<b>\$7,500</b>
<b>Big Sky EDC Gold Level 1 year Valued at</b>	<b>\$1,000</b>
<b>One Year Billings Area Chamber Membership Valued at</b>	<b>\$1,000</b>
<b>TOTAL PRIZE PACKAGE VALUE</b>	<b>\$40,500</b>

### **2017 EXISTING BUSINESS EXPANSION**

*Existing Downtown Business*

<b>Buildout Assistance – Expansion</b>	<b>\$10,500</b>
<b>Signage and Buildout Valued at</b>	<b>\$4,000</b>
<b>Advertising Design Marketing Valued at</b>	<b>\$1,000</b>
<b>Education - Training Valued at</b>	<b>\$1,000</b>
<b>One Year Membership - DBA Valued at</b>	<b>\$1,500</b>
<b>Big Sky EDC Gold Level 1 year Valued at</b>	<b>\$1,000</b>
<b>TOTAL PRIZE PACKAGE VALUE</b>	<b>\$19,000</b>

### **COLLEGE STUDENT CATEGORY**

*One MSUB or RMC Student, Exceptional Business Plan*

<b>Cash Award</b>	<b>\$1,500</b>
<b>Education – Training Valued at</b>	<b>\$1,000</b>
<b>TOTAL PRIZE PACKAGE VALUE</b>	<b>\$2,500</b>

**Guidelines and Application Procedures to Enter Promotion:** This is a two-phase contest.

### **Phase 1—Business Concept (Due June 30<sup>th</sup> 2017)**

In the first phase, all applicants are asked to provide a two-page business concept which includes an executive summary (in 800 words or less) and/or a 3-5 video that answers the following:

1. Describe the nature of your business and the products/merchandise you would carry or deliver
2. Define your market (who would be an early user/customer)
3. How would your business enhance downtown Billings
4. What resources would be needed to develop this concept (personnel, financing, equipment, etc.)
5. What are your qualifications to develop a new-to-downtown, for-profit business or to expand your current downtown business

**If your business concept advances through the initial judging,** you will be asked to move on to the second phase of the contest and provide the following:

### **Phase 2—Business Plan (Due October 1<sup>st</sup> 2017)**

A detailed business plan featuring:

1. Executive Summary
2. Company Summary
3. Products/ Services Summary
4. Market Analysis Summary
5. Strategies & Implementation Summary
6. Management Summary
7. Financial Plan (including 3 years of projections as well as cash flow)
8. A community impact summary stating:
  - a. How your business will enhance Downtown Billings
  - b. How your business can benefit existing businesses within Downtown
  - c. Why your business stands out

### **Eligibility:**

1. This promotion is open to all legal U.S. residents, 18 years of age or older at the time of entry.
2. Proposed retail businesses can be independent operations or franchised.
3. All applicants must include a \$49.00 application fee with submission. Make checks payable to the Downtown Billings Alliance. PayPal available online at **[downtownbillings.com/battleoftheplans](http://downtownbillings.com/battleoftheplans)**.
4. If the proposed business concept is for a second location of an existing business, then the proposed additional location (new store) must be new to Downtown Billings.
5. Employees and temporary employees of the Downtown Billings Alliance or other Contest sponsors and the immediate family of each, are not eligible for entry.

6. All business concept submissions with application fee must be emailed, delivered, or postmarked to the Downtown Billings Alliance by 5:00 p.m. on June 30, 2017. Send to [info@downtownbillings.com](mailto:info@downtownbillings.com) or **2815 2<sup>nd</sup> Ave N. Billings, MT 59101**.
7. Willingness to commit to a 3-year Lease with participating property owners, terms of which are to be mutually negotiated within 30 days of selection.
8. Applicant must disclose if he/she has previously been recipient of Tax Increment Funds (TIF) in the City of Billings. If TIF amount exceeds \$30,000.00, you are ineligible for this promotion.

### **How to Enter:**

- Please send all business concepts by 5pm, June 30, 2017 to [downtownbillings.com/battleoftheplans](http://downtownbillings.com/battleoftheplans) or mail to: [info@downtownbillings.com](mailto:info@downtownbillings.com)

*Downtown Billings Alliance  
Downtown Battle of the Plans  
2815 2<sup>nd</sup> Avenue North  
Billings, MT 59101*

- Application Fee of \$49.00 due at time of application. PayPal payments accepted on website: [www.downtownbillings.com/battleoftheplans](http://www.downtownbillings.com/battleoftheplans)
- Entries must be clearly identified on the package or email that it is part of this Downtown Battle of the Plans Promotion.
- No sample products shall be included with the initial business concept.

### **Process:**

#### **Business concepts are due June 30, 2017**

- All business concepts that meet the required criteria will be submitted to the Selection Committee for review and judging.
- The committee will consist of a representation of Downtown Billings property owners, business leaders, and community leaders and representatives from the Promotion partners, Montana State University Billings (MSUB), Rocky Mountain College (RMC), and Big Sky Economic Development (BSED), the Governor's Office of Economic Development, and a previous Battle of the Plans winner.
- The business concept finalists will be notified on July 15, 2017. Finalists will be offered training from MSUB, Rocky Mountain College, and BSED's *Small Business Development Center* to compete in phase II of the contest, the Business Plan Competition.
- Three educational preparatory sessions will be offered July 2017-September 2017. All sessions are recommended; one session is mandatory for all finalists (noted below).
  1. Overview, Business Planning, & Financials (**mandatory**) (Instructor: Small Business Development Center)
  2. Brand Identity and Marketing Plan (Instructor: Allyn Hulteng, Rebel River Creative)
  3. Human Resource & Employment Practices Issues (Instructor: TBD)

#### **Business Plans are due October 1, 2017**

## **Phase III – Battle Round**

Finalists proceeding to the final phase, the Battle Round, will be notified by Friday, October 20, 2017. Applicants will be asked to present their concept and plan in front of the judges in a live, presentation format that will include a question and answer period in late November 2017.

Finalists in this category must meet with members of the Battle of the Plans team prior to presentation for format and audio visual details. Grand Prize winners will be announced on Small Business Saturday, November 25<sup>th</sup>, 2017.

### **Selection Criteria:**

1. Viability of concept
2. Feasibility of Business Plan
3. Ability to execute Business Plan
4. Sustainability of Business Model
5. Compatibility with vision for Downtown Billings regarding tenant mix and clustering
6. Ability to serve as catalyst, ability to attract other businesses to Downtown Billings
7. Visual appeal from street level
8. Performance in the Battle Round, Shark Tank Presentation

### **Official Rules and Regulations:**

1. The Promotion shall begin on May 23, 2017 and all business concept entries must be received at the address indicated by no later than 5:00 p.m. MST time on June 30, 2017. Applications received past the deadline will not be considered for this Promotion.
2. The Promotional Sponsors reserve the right to extend the Promotion date for selecting and notifying the two Grand Prize Winners.
3. Grand Prize is non-transferable and may not be redeemed for cash; substitutions by Grand Prize Winner may not be requested.
4. Grand Prize will not include and Grand Prize Winner shall assume responsibility for the payment of all other items including, but not limited to insurance, rental tax, permits, and legal fees.
5. College student winner must be currently registered at Montana State University Billings or Rocky Mountain College in good standing with their institution as certified in writing by the institution's register, or be a graduate of such institution within the same calendar year as the award. Working with outside entrepreneurs with existing businesses/business ideas is permissible but the student must write the plan. Students must have an ownership stake in the business or the potential for equity or employment. Only student team members are eligible to win prize money. No payments will be made to non-students.

6. In accordance with IRS Code regarding prizes and awards, a Form 1099-MISC will be issued by Sponsor to the Grand Prize Winner. Please consult your tax advisor for additional information.
7. Printed copies of business proposals submitted into the Promotion will not be returned. This competition considers all submitted business plans as confidential and treats all team matters accordingly. But, due to the nature of the event, we cannot guarantee complete confidentiality for proprietary matters. All participating partners and the organizers of the competition are not responsible for any proprietary information and/or intellectual property included in a submitted business plan. Ultimately, protection of sensitive materials such as intellectual property, copyright, or patent confidentiality is the sole responsibility of the individual or team participating in the competition. Non-Disclosure Agreements will not be signed by judges, mentors, or any staff associated with the business plan competition.
8. The selection committee formed by the Downtown Billings Alliance will judge the business concepts and business plans.
9. If the Guidelines and Application for Entry have not been met, the Proposal will not be presented to the Selection Committee.
10. If selected as a finalist in Phase 1, applicant will receive consultation to develop a business plan and may have an opportunity to present their business plan to the Selection Committee in person during Phase II of promotion.
11. By participating in this Promotion, you agree to these Official Rules and to all decisions of Sponsors and the Selection Committee, which are final and binding in all respects.
12. If a Grand Prize Winner is unreachable after fifteen (15) business days, an alternate Grand Prize Winner will be selected.
13. The Downtown Billings Alliance reserves the right to use the information provided to contact all entrants with information about available retail spaces in Downtown Billings and use the Grand Prize Winners' names, likeness, picture, portrait, voice, biographical information and written submissions and written or oral statements, for advertising and promotional purposes without additional compensation unless required by law.
14. By accepting the Grand Prize, the Winners release and discharge Sponsors, their affiliated companies, participating sponsors, information providers, content providers, subsidiaries, advertisers, advertising agencies, promotional and marketing agencies, and any other companies involved with or otherwise providing services related to this promotion, and all their respective employees, officers, directors, representatives and agents from any liability or damage due in whole or in part to the award, acceptance, possession, use or misuse of the Grand Prize or from participation in this Promotion.
15. Information regarding the Grand Prize winners will be posted to [www.downtownbillings.com](http://www.downtownbillings.com) within 30 days of the selection.

### **Conduct:**

- By entering the Promotion, you agree to be bound by these Official Rules and the decisions of the Sponsors, which shall be final and binding in all respects. The Official Rules will be posted at [www.downtownbillings.com](http://www.downtownbillings.com) throughout the promotion.
- Sponsors reserve the right in their sole discretion to disqualify any individual or business they find tampering with the entry process, or the operation of the web site; or to be acting in violation of the Official Rules.

## **Promotion Timeline**

- May 23, 2017: Phase I - Call for Business Concepts
- June 30, 2017: Business Concepts due. All concepts must be submitted by 5pm, June 30, 2017 deadline and must include \$49.00 application fee, payable to Downtown Billings Alliance. **Please call 294-5060 or visit [downtownbillings.com/battleoftheplans](http://downtownbillings.com/battleoftheplans) to remit payment**
- July 15, 2017: Phase II – Finalists advancing to business plan competition announced
- Business Training Sessions to be held: July 2017- September 2017
- October 1, 2017: Deadline for Business Plans
- October 20, 2017: Phase III – Finalists advancing to Battle Round announced
- November 25, 2017: Three Grand Prize Winners Announced

*For more information: [www.downtownbillings.com/battleoftheplans](http://www.downtownbillings.com/battleoftheplans)*





Business Name



1 2 3 4 5 6 7 8 9 10



**Score 1-10**

Video / Write up: Answered Who they are and what they are selling including their competitive advantage. (Problem + Solution = Opportunity)

Confidently answered when they plan to open the business and the top 3 steps they need to take to make that happen

Compelling reason that they should be chosen to "Battle it out" including what the benefit of their business will be to Downtown

Answered where they would like to be located and why Downtown is the best fit for their company

Overall quality of application and initial concept

<b>Total Score</b>	
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**Feedback**

**Positive**

**Suggestions for Improvement**