

Grand Prizes:

Two businesses (one new/one expansion) with the winning submissions (“Grand Prize Winners”) will each receive:

1. \$40,000 in reimbursable funds toward eligible expenses:
 - a. Signage
 - b. CPTED recommendations
 - c. Architectural and engineering design fees
 - d. City permit fees
 - e. Obsolescence that requires a change of use and Defectiveness or noncompliance with current building and fire codes
 - f. Electrical and/or Plumbing service upgrades and Energy efficiency upgrades (exterior windows & doors, HVAC)
 - g. Facade & storefront restoration
 - h. Streetscaping & landscaping (lights, trees, sidewalk, curb, gutters, vaults, public art)
 - i. ADA accessibility expenses
 - j. Relocation of utilities
 - k. Rent assistance
 - l. Marketing, advertising, & promotion

**Ineligible expenses include:* FF&E, Paint, Flooring, Inventory & supplies for the business, Operational & soft costs (salaries, wages, insurance, taxes, POS, website, cleaning, maintenance), Cosmetic & aesthetic features, Telephone & internet.

2. Free First Year Downtown Billings Association membership, (\$300 value)
3. A Pop-up Location in the TIFD for the Fourth Quarter of 2024 (Oct., Nov., and Dec.).
4. One-on-one with partnering property owners offering lease/build-out allowances.

Total Estimated Value: over \$45,000

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. If the proposed business concept features an expansion of an existing business, then the proposed expansion must be new to Downtown Billings and can only be the second or third store in the portfolio.
4. Employees and temporary employees of the Downtown Billings Association, Contest sponsors, and the immediate family of each, are not eligible for entry.
5. All business concept submissions must be emailed, delivered, or postmarked to the Downtown Billings Association (DBA) by 5:00 p.m. on March 12, 2024.
6. Willingness to commit to a 3-year lease in the Billings TIFD.