



Downtown Dreams

Rules & Regulations

Eligibility

The contest is open to all legal residents of Canada who are 19 years of age or older and reside in the province of Ontario at the time of participation in the Downtown Dreams contest. (“**Applicants**”)

The applicant must be a new business, a business that will be moving into one of the downtowns, or a current downtown business that is expanding. Expansion is defined by the expansion of a product or service offering, or expansion of physical space. The Downtown areas for each community are defined by the Study Area from the Downtown Revitalization Plan in each community. The study area maps can be found on the contest website at www.downtowndreams.org.

The applicant must identify the community that they are interested in participating within. An applicant cannot enter the contest for multiple communities.

The applicant may be a sole proprietorship or partnership. In the case of a partnership, only one application will be accepted to avoid any potential issues with multiple applications being received. The decisions of the Advisory Panel (the “**Panel**”) with respect to all aspects of this Contest are final and binding on all Applicants/Candidates without the right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of Applicants and entries.

Applicants cannot be currently participating as a client of Starter Company Plus. If an applicant is currently registered with Employment Insurance, Ontario Works or ODSP etc., it is the applicant’s responsibility to confirm with the agency if they are eligible to participate in the program.

Applicants must have submitted an entry into the contest by the deadline date as described on the website (www.downtowndreams.org) to have their business considered as part of the contest.

The Panel will select the top 5 businesses (the “**Candidates**”) from each downtown community to advance to the next phase of the competition and to receive additional mentoring to prepare for the final pitch to the Panel. All applicants will be invited to participate in a series of free business workshops presented by the City of Kawartha Lakes Economic Development Department. All candidates will be required to attend five mandatory workshops as part of their contest involvement. The dates are outlined in Appendix A.

Official Rules and Regulations

In-kind prizes (including gift certificates) are not transferable and may not be redeemed for cash. In-kind prizes may have an expiry date and prize winners shall not request extensions or substitutions and any such requests will be denied.

The Panel will review all completed and submitted business idea summaries, and other supporting documents submitted by the applicants. Printed and digital documents submitted for consideration to the contest may not be returned. All decisions, judgments, and selections of the Panel are at the sole and absolute discretion of the Panel and are final with no right of appeal. By participating in the contest, each candidate agrees to these Official Rules and Regulations and to all decisions of the Panel.

The Corporation of the City of Kawartha Lakes (“**the City**”) and its partners reserve the right to use all applicants’ names, likenesses, pictures, portraits, voice, biographical information, written submissions, and written or oral statements, for advertising and promotional purposes without additional compensation to applicants unless required by law.

By entering the contest, each applicant may be asked to submit proof of their financial status and agree to having a background/reference check if required.

The City and its partners shall strive to provide support to any viable business entering the contest, whether or not that business wins the Downtown Dreams contest. Any applicant that is not chosen to continue as a contestant in the Downtown Dreams contest will be invited to work with the Kawartha Lakes Small Business & Entrepreneurship Centre to access resources and support the success of business ideas.

All applicants must identify any potential conflicts of interest with the City when submitting their application. By discussing a potential conflict, the Downtown Dreams

organizers can clarify with the applicant whether it could be an issue. The Panel will be notified of such potential conflicts of interests by City.

If selected as the Winner (the “**Winner**”), the Candidate agrees to accept the prize award from the City and its partners. There will be four winners identified by the Panel, one Winner for each Downtown Revitalization community: Coboconk or Norland, Fenelon Falls, Lindsay and Omemee.

Any potential conflicts or concerns should be addressed with Leisha Newton, the Downtown Dreams facilitator at 705-324-9411 extension 1366 or lnewton@kawarthalakes.ca.

By entering this Contest, each Applicant expressly consents to the City, its agents and/or representatives, storing, sharing and using the personal information submitted with his/her entry/application for the purpose of administering the Contest and in accordance with section 29 of the Municipal Freedom of Information and Protection of Privacy Act, as amended. Questions about this collection should be directed to the Deputy Clerk at (705) 324-9411 extension 1322.

The City reserves the right, in its sole and absolute discretion, to cancel, amend or suspend this contest or to amend these rules or adjust the dates and/or timeframes stipulated in these Rules, in any way without prior notice or obligation. The Downtown Dreams contest is subject to all applicable federal, provincial and municipal laws.

The City assumes no liability for any loss, damage or injury, including without limitation: (i) lost, stolen, delayed, damaged, misdirected, late, destroyed, illegible or incomplete entries; (ii) loss, theft or damage to software or computer or telephone data, including any breach of privacy; (iii) fraudulent calls; (iv) inability of any person to participate in the Contest for any reason including mistaken addresses on mail or e-mail; technical, computer or telephone malfunctions or other problems with computer on-line systems, servers, access providers, computer equipment, or software; congestion on the internet or at any website, or any combination of the foregoing; (v) damage to any person’s computer, including as a result of playing or downloading any material relating to the Contest; (vi) any delay or inability to act resulting from an event or situation beyond their control, including a strike, lockout or other labour dispute at their location or the locations of the organizations and businesses whose services are used to administer the Contest; (vii) any injury, damage or loss arising from participation in the contest or from the awarding, acceptance or use of any prize, or (viii) prizes that are lost, damaged or misdirected during shipping.

Application and Selection Process

All applicants will register for the contest on the website (www.downtowndreams.org) between March 2 through April 6, 2018. The registration will include providing information about the applicant as well as a short (no more than 500 words) summary of the business idea. No applications will be accepted after April 6, 2018.

The Panel will select the top 5 businesses (the “**Candidates**”) from each downtown community to advance to the next phase of the competition and to receive additional mentoring to prepare for the final pitch to the Panel. All candidates will be required to attend five mandatory training sessions. In addition, mentoring will be provided to assist in the completion of the business plan submission. All applicants are invited to participate in any of the training sessions.

The candidates can obtain further assistance with their business plan submission from other business assistance services during the contest, if they choose. Any/all additional services utilized will be at the candidate’s own expense and not reimbursed for by the organizers of this contest. However, mentoring will be provided at no expense to the candidates by the City and the Small Business & Entrepreneurship Centre.

The candidates must submit their business plans and supporting documents to the City by a deadline as communicated via website, email and/or other communication methods. (See the Appendix A for the Downtown Dreams timeline and important dates).

The successful candidates will be expected to present their respective business plans to the Panel using a defined format outlining the 10 Business Matrix criteria. During this presentation, the candidates must be prepared to answer questions from the Panel and demonstrate product and business acumen as well as discuss financial planning.

The Winner from each community will be announced at the Finale Event. The four winning entries will be awarded the prize package by City.

If the prize cannot be awarded as described in these rules, the City reserves the right to substitute a prize or prize component with another of comparable value, as determined in its sole discretion.

In the event a Winner cannot make suitable arrangements to set up their business within the timeline provided in Appendix A, the prize may be awarded to an alternate winner as selected by the Panel to fulfill the role of the Winner.

Any eligible business must be located within the study area of the downtown areas, as shown on the website.

If a Winner does not achieve a grand opening on or before the timeline as described in the Appendix A, the prize package is forfeited and will be awarded/offered to a runner-up by the Panel.

By accepting the prize package, the Winner releases and discharges City and its partners, participating sponsors, information providers, content providers, advertisers, advertising agencies, promotional and marketing agencies, and any other legal entity involved with or otherwise providing services related to this contest 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 prize or from participation in this contest.

Information regarding the Winners will be posted on the Downtown Dreams website, www.downtowndreams.org, and will be released to the public through media alerts and other written, printed, digital and oral venues.



Winner's Obligation

The Winner will be obligated to;

- Ensure his/her business is eligible to open in one of the City of Kawartha Lakes downtowns (zoning, by-law, etc.)
 - Coboconk/ Norland
 - Fenelon Falls
 - Lindsay
 - Omemee
- Be open to the general public no later than the date as described in Appendix A
- Operate during all normal/customary business hours for the chosen downtown area

I, _____, (Candidate of Downtown Dreams contest) have read the above, and confirm that I meet the eligibility requirements of the Downtown Dreams contest and will abide by the Official Rules and Regulations and winner's obligations as set forth herein.

Candidate Signature

Date

Witness

Date

Appendix A: 2018 Downtown Dreams Key Dates, Timeline & Location

Date	Time	Event	Location	Requirement
Thursday March 1, 2018	9am	Contest application begins	Online	Mandatory – all applicants must register online
Friday March 2, 2018	8am	Media launch of Downtown Dreams Program	City Hall	Invitation only event
Friday April 6, 2018	5pm	Contest application deadline	Online	Mandatory – all applicants must register online
Saturday April 7 through Monday April 9, 2018	Not applicable	Panel review of applications	Not applicable	All complete applications will be reviewed
Tuesday April 10, 2018	5pm	Successful candidates will be notified	Not applicable	The top 5 candidates in each downtown will be notified by 5pm
Thursday April 12, 2018	1pm to 5pm	Getting Started and Marketing Workshop	Fenelon Falls	Mandatory attendance
Thursday April 19, 2018	1pm to 5pm	Networking and Operations Workshop	Coboconk	Mandatory attendance
Tuesday April 24, 2018	6pm to 8pm	Retail Merchandising Workshop	Norland	Optional attendance
Thursday April 26, 2018	1pm to 5pm	Finance Workshop	Lindsay	Mandatory attendance
Tuesday May 1, 2018	2pm to 4pm	City Policies and Civic Engagement Workshop	Lindsay	Optional attendance
Thursday May 3, 2018	1pm to 5pm	Business Planning Review Workshop	Omeme	Mandatory attendance
Tuesday May 8, 2018	1pm to 3pm	Human Resources Workshop	Fenelon Falls	Optional attendance
Thursday May 31, 2018	1pm to 5pm	How to Pitch Workshop	Omeme	Mandatory attendance
Friday May 25, 2018	5pm	Final business plan submissions due	All communities	Mandatory
Monday May 28 to Wednesday June 6, 2018	Not applicable	Panel review of final business plans	Not applicable	Mandatory
Wednesday June 6, 2018	1pm to 5pm	Pitch With The Panel Event	Academy Theatre, Lindsay	Mandatory
Wednesday June 6, 2018	5pm to 8pm	Winners announced	Academy Theatre Lindsay	Mandatory
November 1, 2018	Not applicable	Business open or expansion complete	All communities	Mandatory

Appendix B: Advisory Panel Criteria for Top 5 in each Community

The applicants will be assessed on the following criteria, each worth 5 points:

- Business Idea: Outlined a Viable Business Idea
- Business Idea: Relevant for downtown storefront
- Skills/ Experience: Amount of transferrable skills or experience
- Target Market: Identified Ideal Client
- Target Market: Provided Basic Market Research
- Target Market: Defined Market Demographics
- Financial: Understanding of start-up costs
- Financial: Understanding of Funding Needs & Options
- Spelling & Grammar

Final Score **/45**

Appendix C: Business Plan Assessment

The applicants will be assessed on the following criteria, each worth 5 points:

- Executive Summary: Product/Service Offering and business model
- Executive Summary: Unique value proposition(s)
- Executive Summary: Competitive analysis, competitive advantage
- Executive Summary: Financial viability of the business
- Executive Summary: Market/industry trends
- Executive Summary: Financial forecast
- Business Details & Industry Knowledge: Detailed description of business model
- Business Details & Industry Knowledge: Identified relevant market trends
- Business Details & Industry Knowledge: Information on industry trends/ growth
- Business Details & Industry Knowledge: Demographic information
- Product/ Service: Description of product/service
- Value Proposition: Clear and compelling details of unique value proposition(s)
- Marketing: Identified marketing strategy
- Competition: Clearly outlines business' SWOT, define competitive advantage
- Competition: Defines how competitive landscape
- Costs & Revenue: Demonstrated viability of the business through revenue streams
- Costs & Revenue: Key Financials (expected gross sales, net income forecast)
- Costs & Revenue: Reasonable break-even point
- Key Metrics & Action Plan: Key Metrics of the business
- Key Metrics & Action Plan: Presented a viable action plan to meet key metrics

Final Score **/100**

Appendix D: Business Matrix Pitch Assessment

The applicants will be assessed on the following criteria, each worth 5 points:

- Personality: Passion and Enthusiasm for the business
- Personality: Compelling business objectives and mission
- Business Model Canvas: Identify Key Partners & Resources
- Business Model Canvas: Define Key Activities
- Business Model Canvas: Defined Customer Segments
- Business Model Canvas: Outlined Cost Structure & Revenue Streams
- Business Model Canvas: Knowledge of market gaps and trends
- Business Model Canvas: Knowledge of industry trends
- Business Model Canvas: Presented relevant and viable business model
- Presentation: Clear, Concise, Presentable in Appearance

Final Score **/50**