

YOUR FINAL

\$65,000

CHANCE OF A LIFETIME.

We're looking for the best business idea for Downtown Brainerd!

Enter our third and final Business Challenge!

For the past two years, we've helped entrepreneurs bring their business dreams to life in the four-block zone that we call Downtown Brainerd's "Opportunity Square." This is a unique opportunity to take action on your business idea, earn a rare set of advantages, and become part of this epic comeback story.

THREE WINNERS INSTEAD OF ONE!

We will award one Grand Prize as well as major prize packages to our two Runners Up.

BIGGER AND BETTER PRIZE PACKAGES!

Thanks to the support of our partners, our total prize value has swelled from \$50,000 to \$135,000.

Extreme Marketing Makeover | Leasing Subsidy | Radio Advertising | Newspaper Advertising
Site Selection | Construction Products & Services | Legal Services | High-Speed Internet | Logo Wear
Executive Coaching | Chamber Membership & Training | YMCA Membership | Accounting Services

NEW: THE COMMUNITY WILL PICK THE WINNER!

For one week in November, the public will cast their vote for the business they would most like to see in Downtown Brainerd. Online voting proudly presented by CTC!



**ENTER TODAY AT:
DowntownBrainerd.org**



How it works.

Our judges pick 3 finalists.
Our community picks the winner.

PHASE 1 - THE PROBE | TIMELINE: JUNE 20 - JULY 22, 2019

Answer 5 simple questions to convince the judges that you have what it takes. Up to 10 semifinalists will advance!

PHASE 2 - THE PLAN | DEADLINE: SEPTEMBER 29, 2019

Work with the Small Business Development Center to build your business plan. Choose the desired site for your business in Opportunity Square. Get coached up by seasoned execs and deliver a "Shark Tank" style presentation to our judges. Up to 3 prize-winning finalists will advance!

PHASE 3 - THE VOTE | NOVEMBER 10 - 16, 2019

Star in a video to promote your business idea to the community. CTC will administer a week-long online voting contest to determine the ultimate winner.

THE BIG REVEAL | NOVEMBER 21, 2019

Finalists will join more than 600 guests at the Brainerd Lakes Chamber's Celebration of Excellence. After a video presentation and a dramatic drum roll, the Destination Downtown Business Challenge Winner will be named!

CONTEST ELIGIBILITY

Business challenge entries must present a for-profit business idea that will be operational by June 1, 2020.

Ideas must be one of the following:

- 1) A new business start-up.
- 2) A significant expansion of a current downtown business with a new concept, product or service line.

Opportunity
Square



BRAINERD LAKES

Chamber of Commerce



GRAND PRIZE

\$65,000 in valuable business services!

Runner-Up Prizes (2)

\$35,000 in valuable business services!

