



**DESTINATION DOWNTOWN**

Brainerd Business Challenge

# APPLICATION FORM

Application  
Deadline:  
July 22<sup>nd</sup>, 2019

**Tick tock. Now is the time to seize the moment! Your answers to these simple questions could be the start of an awesome business journey. We're searching for serious competitors, but there is absolutely no risk for throwing your hat in the ring. Remember, your application is confidential. Neither your name nor business idea will be publicized.**

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

E-mail \_\_\_\_\_ Phone \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

In order to be eligible for the Destination Downtown Business Challenge, applicants must represent one of the following. Please select the category that best describes your business idea. (NOTE: Ineligible entries include business relocations, nonprofit concepts, or purely aesthetic upgrades of existing businesses.)

New business start-up

Significant expansion of a current downtown business with a new concept, product or service line

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***What is your downtown business idea? What makes it unique or different? How does it take advantage of a need or opportunity in our area? (200 words max)***

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***Describe your potential customers and competition. Who is your target market, and which local businesses (if any) are currently serving them? (200 words max)***

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***How would your idea contribute to the success of Downtown Brainerd? (200 words max)***

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***Tell us about yourself—your personality, character, skills and experience. What would make you a successful entrepreneur in this venture? (200 words max)***

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**How important is this prize package to achieving your business goals? (200 words max)**

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**Please mail all contest submissions to:**

Brainerd Lakes Chamber – Administrative Office  
Tyrol Hills Shopping Center  
224 W. Washington St., Brainerd, MN 56401

**Or fax your submissions to: (218) 829-8199**