

DESTINATION DOWNTOWN | Brainerd Business Challenge

PRIZE PACKAGE

Every business advantage for first-year success!

	WINNER	RUNNER UP	RUNNER UP
DELUXE Marketing Services	\$20,000	\$2,500	\$2,500
WSN Architectural Services	\$3,500	\$3,500	\$3,500
Brainerd HRA Leasing Subsidies	\$8,000	\$6,000	\$6,000
The Teehive Logo Wear & Promo Products	\$1,000	\$500	\$500
Brainerd Lakes YMCA Health Club Memberships	\$950	\$750	\$750
Hubbard Broadcasting Radio Advertising	\$5,000	\$3,000	\$3,000
Brainerd Dispatch Newspaper Advertising	\$2,000	\$750	\$750
CTC High-Speed Internet	\$2,000	\$2,000	\$2,000
Close-Converse Site-Selection Consulting	\$2,000	\$2,000	\$2,000
BSKK Law Legal Services	\$2,000	\$500	\$500
CliftonLarsonAllen Accounting Services	\$2,500	\$2,500	\$2,500
Brainerd Lakes Chamber Chamber Services	\$4,000	\$4,000	\$4,000
BLAEDC/SBDC Business Planning & Consulting	\$5,000	\$5,000	\$5,000
Builder's First Source Building Materials	\$2,000	\$1,000	\$1,000
Hy-Tec Carpentry Services	\$5,000	\$1,200	\$1,200

GRAND PRIZE WINNER!

\$65,000
Value

\$35,200
Value

\$35,200
Value

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BRANDING & MARKETING PACKAGE

\$20,000 Value | Range, A Deluxe Company

Range will contribute a premium branding package, including a new logo, stationery, up to an eight-page brochure, pocket folder and two direct mail postcards. (Printing costs not included.) The winning business will also receive premium e-marketing, which includes website design with search engine optimization and two electronic marketing campaigns for up to 500 emails each.

Runners Up: Logo design package valued at \$2,500!



ARCHITECTURAL SERVICES

\$3,500 Value | Widseth Smith Nolting

WSN will provide architectural design services consisting of conceptual renderings, exterior illustrations, and floor plans that reflect the vision of each finalist. Architects will integrate each semifinalist's ideas into the desired physical space.

Runners Up: Same great prize!



LEASING SUBSIDY

Up To 8,000 | Brainerd HRA

The Brainerd HRA will contribute a leasing subsidy that will cover 50% of the winner's first-year rent payments. The subsidy will be in the form of a deferred loan at 0% interest, which will require no immediate payments and will be completely forgiven after a five year-term. (Mortgage subsidies will be considered separately.)

Runners Up: Up to \$6,000 in leasing subsidy!



LOGO WEAR & PROMOTIONAL PRODUCTS

\$1,000 Value | The Teehive

The Teehive will provide professional apparel and/or promotional products to enhance the brand of the winning business. Graphic design and set-up fees are included in the total prize value.

Runners Up: \$500 in promotional products!



HEALTH CLUB MEMBERSHIP

\$950 Value | Brainerd Lakes YMCA

The Y will provide a one-year family membership to boost happiness and productivity while reducing the stress of business ownership. Enrollment fees are included in the total prize value.

Runners Up: One-year individual membership (\$750 value)!



RADIO ADVERTISING

\$5,000 Value | Hubbard Radio

Hubbard Radio will contribute a radio advertising package valued at \$5,000. Ads may be placed on any mix of six radio stations at prevailing rates. Availability is based on current inventories and political advertising windows. Advertising must be completed within one year after the winning business opens its doors.

Runners Up: \$3,000 in radio advertising!



NEWSPAPER ADVERTISING

\$2,000 Value | Brainerd Dispatch

The Brainerd Dispatch will contribute a newspaper advertising package valued at \$2,000, which includes Early Bird Special rates. Advertising must be completed within one year after the winning business opens its doors.

Runners Up: \$750 in newspaper advertising!



INTERNET SERVICES

\$2,000 Value | CTC

CTC will contribute one year of high-speed Internet service at no charge. This will include installation of the service along with a 100MB upload / download package.

Runners Up: Same great prize!



SITE SELECTION CONSULTING

\$2,000 Value | Close-Converse

Close-Converse will provide personal consulting services to all semifinalists. A commercial real estate representatives will help each entrepreneur define their business needs, assess available downtown locations, and perform due diligence on a selected property.

Runners Up: Same great prize!



LEGAL SERVICES

\$2,000 Value | Borden Steinbauer Krueger & Knudson

BSKK will help the winning business cross all the "T's" and dot all the "I's" by providing start-up legal services. Attorneys will answer important legal questions related to corporate structure, contracts and employer obligations. Services will be customized depending on the needs of the business.

Runners Up: \$500 in legal services!



ACCOUNTING SERVICES

\$2,500 Value | CliftonLarsonAllen

CliftonLarsonAllen will provide a customized review of financial projections in each finalist's business plan. Accountants will also advise finalists on possible strategies to maximize tax credits and incentives and minimize adverse tax implications.

Runners Up: Same great prize!



CHAMBER OF COMMERCE SERVICES

\$4,000 Value | Brainerd Lakes Chamber

The Brainerd Lakes Chamber will offer the benefits of a one-year Chamber Membership, one-third page ad in an annual Visitor Guide, upgraded web marketing package, and unlimited one-year participation in Blue Ox Business Academy training programs for leaders and managers.

Runners Up: Same great prize!



BUSINESS PLANNING & CONSULTING

\$5,000 Value | Brainerd Lakes Area Economic Development Corporation (BLAEDC) & Small Business Development Center (SBDC)

For semifinalists and finalists, BLAEDC and SBDC will join forces to offer customized business planning services including marketing, finance, management, strategy mapping and more. The winning business will also receive workforce recruitment services as well as a BLAEDC membership for one year.

Runners Up: Same great prize!



BUILDING MATERIALS

\$2,000 Value | Builders First Source

Builders First Source will support the winner's building transformation by providing a \$2,000 store credit on materials.

Runners Up: \$1,000 store credit!



CONSTRUCTION SERVICES

\$5,000 Value | Hy-Tec Construction

Hy-Tec Construction will provide a construction consulting walk through of one space with a detailed cost estimate and scope of work for each finalist. In addition, Hy-Tec will contribute 80 hours of carpenter/labor services to help the winner achieve their vision.

Runners Up: \$1,200 in construction advice and consulting!

