

ATTACHMENT C

BUSINESS PLAN CORE ELEMENTS

Business Start-Up Grant



The purpose of the Business Start-Up Grant is to encourage new sales tax generating storefront businesses in commercial, industrial and mixed-use zoning districts in the City of Longmont. The program will provide a grant up to \$2,000 for start up costs to applicants who qualify. The business owner is required to prepare an acceptable business plan that addresses several core elements. These are modeled on Colorado Small Business Development Center (SBDC) guidance and include:

- Section 1: The Business
 - Description of Business
 - Products/Services
 - Market Analysis
 - Marketing Plan
 - Location
 - Competition
 - Management and Operations
 - Personnel
 - Application and Effect of Loan or Investment
- Section 2: Financial Data
 - Projected Financial Statements (Income statements, cash flow statements, balance sheets, assumptions to projected financial statements)
 - Break Even Analysis
 - Sources and Use of Funds
- Section 3: Supporting Documents (May include historical financial statements, tax returns, resumes, reference letters, personal financial statements, facilities diagrams, letters of intent, purchase orders, contracts, etc.)

Please contact the City of Longmont Economic Development Department or the Boulder Small Business Development Center with specific questions:

Doug Bene
Economic Development Department
385 Kimbark Street
Longmont, CO 80501
(303) 651-8403
doug.bene@ci.longmont.co.us

Sharon King
Small Business Development Center
528 Main Street
Longmont, CO 80501
(303) 442-1475 x3
sharon.king@boulderchamber.com