



## **Business Enhancement (BE) Lisbon Competition**

**Open to ALL businesses inside Lisbon city limits**

### **ENTRY FORM**

All submissions must be typed. There is no restriction on length, so please be thorough. Overall, this application accounts for about 75% of your score, where judges will be evaluating: Concept (20%), Budget/Financial (15%), Community Impact (15%), Competitive Advantage (15%), and Marketing/Promotion (10%). PLEASE BE SPECIFIC ON HOW YOU WILL SPEND THE MONEY. The other 25% of your score will come from your presentation to a panel of judges after they have reviewed this application.

**Your name:**

Title (How are you affiliated with the business? Owner, Manager, etc.):

Address:

Email:

Phone:

Where is your business located?

PLEASE NOTE: Your physical location of operation must be within the city limits to be considered. Please contact City Hall if you have questions about whether you qualify.

Business Name:

Type of business:

Business Address:

Hours of Operation:

OVERVIEW: Please explain/describe your business. What product or services do you offer and who is your customer? Why are you in business? Do you lease, purchase or own your location? What is your background in operating this type of business? Do you, the owner, manage the business? If not, what is your role? How many additional employees, if any? Do you offer benefits? If yes, what type of benefits? What is your service area? Local community, county, Midwest, national? Explain.

Take as much space as you need (attach additional pages, if necessary):

**FINANCIAL INFORMATION:** How will you use the “BE Lisbon” funds if awarded? How will it help your business and help you achieve your goals? What is your personal investment in the business? What is your “skin in the game” for the BE Lisbon funds? Include all sources.

Take as much space as you need (attach additional pages, if necessary):

**MARKETING:** Describe at least three marketing directives/efforts you currently use or plan to use with BE Lisbon funds. Who will conduct these efforts and what are the expected results? (Website, in person sales, online sales, trade shows, etc.) What are some potential markets you have identified? How will winning this competition help with your marketing?

Take as much space as you need (attach additional pages, if necessary):

**COMPETITIVE ADVANTAGE:** Who is your competition? What is your competitive advantage? Have you received or do you plan to get technical assistance from other sources? Main Street Iowa, SBDC, college or university, local development organization, SCORE, vendor or supplier? If yes, what type of assistance?

Take as much space as you need (attach additional pages, if necessary):

COMMUNITY IMPACT: How does/will your business benefit Lisbon? How will the “BE Lisbon” funds, if awarded, enhance the benefit to Lisbon? If you do not win this competition, how will you proceed? What other information do you want the judges to know about your current business and/or your use of BE Lisbon funds?

Take as much space as you need (attach additional pages, if necessary):

Application must be submitted to City Hall in Lisbon either via email or in print. You will receive an email confirmation once your application has been received. To submit, either print out the completed application and mail to City Hall, or email completed application and all related materials in word or PDF form to: [lisboncityadmin@cityoflisbon-ia.gov](mailto:lisboncityadmin@cityoflisbon-ia.gov)

**For more information contact:**

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