



# RACE OF THE SPACE

## PRELIMINARY APPLICATION

*(You may use additional pages if necessary)*

### About You:

Applicant name: \_\_\_\_\_

Applicant Address: \_\_\_\_\_  
\_\_\_\_\_

Email contact: \_\_\_\_\_

Telephone contact: \_\_\_\_\_

What do you do now? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What retail background & experience do you bring? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### About your business/business idea:

What type of retail business are you proposing? \_\_\_\_\_

What will the business name be? : \_\_\_\_\_  
\_\_\_\_\_

Is this a new or existing business? \_\_\_\_\_

If existing, please provide address: \_\_\_\_\_

Web site/Facebook: \_\_\_\_\_

What is the product or service offered by your business?

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Give us your 30 second elevator speech describing this business:

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How is this business experiential?

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Who will be your target customer?

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Briefly describe your traffic generation strategy.

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How does this business generate positive cash flow?

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Who will manage this business? Hours expected?

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Will there be employees? Full or part-time? How many and for what job functions?

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What costs will offset your revenue and how will you work to contain them?

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Why is this business good for Downtown Ithaca?

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Why is this business appropriate for 110 West Green Street?

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Who are your competitors?

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How do you plan to out compete your competitors?

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What other business (local or not) does this business most resemble?

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What size space will you need? \_\_\_\_\_ SF

How did you determine this?

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What special finishes or fit-out, if any, will your project require over and above normal space?

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**About your commitment to this idea:**

Tell us about the how you came up with this business idea?

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Estimate how much will this project cost to launch, assuming you receive a basic vanilla box storefront?

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Where will funds come from to pay for the launch of this project?

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How long do you estimate it will take to get to break even?

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What gives you confidence this is a project you can undertake successfully?

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Tell us why you believe you will be able to open in Spring 2018 if selected?

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**About your team:**

Who is helping you with business planning?

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Who is helping you with bookkeeping and accounting?

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Who is helping you with inventory buying and selecting vendors?

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Who is your banker?

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Who else is likely to provide financial support for this project?

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Who will be helping you with marketing?

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Who else has or will be working with you or helping you with this project?

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Provide us with two non-family references who can speak to your capacity to undertake and succeed at this project.

- 1. 

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- 2. 

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*I hereby certify that the information contained in this application is true and factual.*

*Signed,*

\_\_\_\_\_ *(applicant)*

\_\_\_\_\_ *(date)*

**Preliminary Application Checklist**

\_\_\_\_\_ Complete the attached pre-application, providing any numbered supplemental pages as needed

\_\_\_\_\_ Meet with DIA staff to review application prior to submission

\_\_\_\_\_ Enclosed check for \$25 entry fee (made payable to the Downtown Ithaca Alliance)

\_\_\_\_\_ Submit in-person, by snail mail, or electronically by 5:00 pm, October 2, 2017 to:



Mail or deliver to:  
Downtown Ithaca Alliance  
171 The Commons, #136  
Ithaca, NY 14850

*The Alliance is located in Center Ithaca on the Ithaca Commons.*

OR email to: [info@downtownithaca.com](mailto:info@downtownithaca.com).