

ADDITIONAL

Information

- Proposed business location must be within the boundaries of The Shops of Grand Avenue.
- Limit business plan submissions to 25 pages or less.
- Retail business may not have been an existing tenant of The Shops of Grand Avenue in the last three years.
- Retail business must be a new business or an existing business with less than 10 locations.
- Business must be able to open prior to January 1, 2010.
- Prize includes free base rent. Other monthly charges will be applicable including but not limited to utilities and Shopping Center Common Area Charge.

Further details can be found at
www.grandavenueshops.com

DISCLAIMER

The Shops of Grand Avenue reserves the right to accept or reject any application. Participants retain all rights to their business plan at all times. Judges will review the plans with strict confidentiality. All concepts will remain the intellectual property of the entrant. If business plans submitted do not meet the evaluation criteria as determined by the judging panel, prizes will not be awarded. The judges' decision is final.

DEDICATED

Sponsors



Kahler Slater
experience design



spark milwaukee



endorsed by:



The Shops of Grand Avenue
275 West Wisconsin Avenue
Milwaukee, WI 53203
414.224.0384
www.grandavenueshops.com

RETAIL

The Shops of

GRAND AVENUE

THE RAPPY

1st Annual
Retailer
Competition
2009

Do you need a CURE for the economic blues?

Are you looking for an absolute REMEDY?

Ready to start a business but fear high overhead costs in an AILING economy?

Enter to win some RETAIL THERAPY at The Shops of Grand Avenue.

Prizes include:

- **FREE BASE RENT FOR ONE YEAR**
- Interior Design Retail Concept courtesy of **Kahler Slater**
- Advertising package worth \$2,500 courtesy of **OnMilwaukee.com**
- Free one year membership to **Visit Milwaukee** and **Westown Association**
- Grand Opening Kit courtesy of **Kroll-Salkin Corporation**
- Logo design courtesy of **Spark Milwaukee**
- A premium ticket package to promote the grand opening of the retail store courtesy of **Connections Tickets**

PARTICIPANT

Eligibility

RETAIL THERAPY is a business competition for people 18 years of age or older who are interested in starting a retail store in Downtown Milwaukee at The Shops of Grand Avenue.

Any type of retail is eligible from gift boutiques to restaurants. We are looking for the unique concept that will bring RETAIL THERAPY to downtown.

Retail businesses must be a new business or have less than 10 locations, preferably not in the Metro Milwaukee area.

EVALUATION

Criteria

BUSINESS PLAN OBJECTIVES:

EXECUTIVE SUMMARY

- Brief description of retail concept (1 page max)

BUSINESS DESCRIPTION

- Describes complete retail concept
- List potential locations at The Shops of Grand Avenue
- Explain how the retail store complements and enhances The Shops of Grand Avenue.
- Describe the product line in detail and what items are to be sold (photos encouraged)

MARKET ANALYSIS

- Describe your target audience with clear knowledge of the market and competition

MARKETING STRATEGY

- Targets a market large enough to support business
- Display a realistic advertising plan with objectives and costs
- Display an effective promotional strategy to create location awareness
- Describe your store layout including fixtures, displays, visual merchandising, etc.
- Describe packaging to be used (bag, box, etc.)

MANAGEMENT PLAN

- Description of employees including (number, qualifications, shift schedule, managers)
- Managerial roles and responsibilities
- List credible resources for legal, accounting, and other business services.

FINANCIAL PLAN

- Include proforma sales projections for the next three years
- Accurately assess all expenses and contingencies (equipment, inventory, signage, marketing, "rent," utilities)

(Financial Plan Continued)

- Show division of revenue (reinvestment in business, employee salary, owner's distribution)
- Show proof of financial resources needed to start up and operate

RESUME AND REFERENCES

- Provides adequate knowledge and experience to operate the proposed retail store
- Include references

RETAIL THERAPY

- Enclose a letter detailing why the proposed retail store would provide a breath of fresh air in today's retail industry, how it would enhance The Shops of Grand Avenue, and how it would add to downtown Milwaukee

RETAIL

Judging

The Shops of Grand Avenue has enlisted a panel of judges that share expertise in retail and Downtown. Evaluations will be conducted based on each business plan and the criteria listed above. When the finalists are chosen, interviews will be set up with each retailer to determine the winner of RETAIL THERAPY.

HOW TO

Enter

Please submit an application, business plan and letter by:

August 15, 2009

to: The Shops of Grand Avenue
275 West Wisconsin Avenue
Milwaukee, WI 53203

or at: www.grandavenueshops.com