



DESTINATION DOWNTOWN

# PRIZE LIST. WAY MORE THAN A BLUE RIBBON. DESTINATION DOWNTOWN

## BRANDING & MARKETING PACKAGE

\$20,000 VALUE | DELUXE BRANDED MARKETING

Deluxe Branded Marketing 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.



## 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 the entrepreneur. Architects will integrate each finalist's ideas into the desired physical space.



## LEASING SUBSIDY

UP TO \$6,000 CASH | 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.)



## 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.



## HEALTH & FITNESS CLUB MEMBERSHIP

\$900 VALUE | BRAINERD FAMILY 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.



## **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.



## **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.



## **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.



## **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.



## **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.



## **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.



## **CHAMBER OF COMMERCE SERVICES**

**UP TO \$3,000 VALUE | BRAINERD LAKES CHAMBER**

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



## **BUSINESS PLANNING SERVICES**

**\$5,000 VALUE | BRAINERD LAKES AREA ECONOMIC DEVELOPMENT CORPORATION (BLAEDC) & SMALL BUSINESS DEVELOPMENT CENTER (SBDC)**

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.

