



## **2025 Main Street Iowa Open 4 Business Competition**

Local Application

**Deadline: April 4, at 5 PM**

Ames Main Street  
304 Main Street, Ames IA 50010  
515-232-2310  
[travis@amesalliance.com](mailto:travis@amesalliance.com)

### **Contact Information**

**Note: The physical location of the business MUST be within the Ames Main Street district. Contact Ames Main Street if you have questions about the location.**

Name of Business:

Business Owner:

Business Address:

Business Email:

Business Phone:

Business Owner Cell Phone:

## **Business Information**

- Type of Business:  
(Retail, Service, Restaurant, etc.)

Number of Years in Business:

To be eligible to apply, the business must have been in operation as of May 1, 2024.  
(Minimum of One (1) Year)

- Hours of Operation:

### **The PRIMARY goals of the MSI Open 4 Business grant are:**

1. Stimulate and support business expansion projects in Main Street districts
2. Create a positive climate for additional district investment
3. Support local revitalization efforts
4. Demonstrate "Main Street at work" in the local community
5. Provide local Main Street programs with an exclusive financial incentive program
6. Create additional jobs and business growth

### **These goals will be achieved through:**

1. Quality business expansion projects with enhanced revenue opportunities
2. Creating unique business locations and product offerings
3. Strategic investment by IEDA into key local projects
4. Research and utilization of appropriate available financial resources/programs
5. Creating local job and business opportunities

## **Business Concept**

- Please explain/describe your business. What products or services do you offer?
  
- Why are you in business?
  
- Describe your customer or target market.
  
- Describe your trade area. Where do your customers come from?
  
- Please describe the business owner's experience and his/her ability to execute the planned expansion?

- Where do you see your business in five years?

### **Budget/Financial Information**

**Note: A 25% cash match is required.**

The business must have a **minimum investment of \$5,000** to compete for the state award of \$20,000. The judging panel reserves the right to reduce the state award funds in the event of a tie, which could result in the award amount and required match being adjusted.

- How would you use the Open 4 Business grant funds if awarded? How will the funds help you achieve your goals?
- What is your personal cash match in the business? What is your "skin in the game"? (i.e., cash reserves, bank loan, etc.)
- What type of funds will be used towards the 25% required match, if awarded (i.e., cash reserves, bank loan, etc.)
- How will the proposed improvements/expansion provide additional revenue for the business if awarded?
- If you do not win this competition, how will you proceed?

### **Community Impact**

- How does/will your business benefit the local Main Street district?
- How are you and/or your business involved in the community?



**ACKNOWLEDGEMENT:**

By signing below, I certify all information within this application is true and correct to the best of my knowledge. I am aware of the Limitations of Liability as stated below:  
Any and all claims, disputes and cause of action because of or connected with this application, the grant program and/or any grant will be resolved individually without remedy to any form of class action;

- Any and all claims, judgments and awards will be limited to actual third party, out-of-pocket costs sustained but in no event will attorney’s fees be awarded or recoverable;
- Under no circumstances will participants be allowed to obtain any award for, and participants knowingly and expressly waive all rights to see, punitive, incidental, consequential, or special damages, lost profits and/or other damages;
- They release and hold harmless the State of Iowa, the Iowa Downtown Resource Center, Main Street Iowa, all affiliated parties, and all their employees and agents from any and all claims that any commercial, advertising, presentation, web content or any other material produced, presented, and/or prepared by or on behalf of sponsor infringes the rights of participant as contained in any application or otherwise.

**I am aware of the following grant requirement:**

- All awarded businesses are required to remain in operation within the designated Main Street district for two years following their contract start date or repay their awarded grant funds.

**I have read and understand the expectations noted below:**

- Completed application **MUST** be submitted to Ames Main Street (AMS) no later than **April 4 at 5pm. [travis@amesalliance.com](mailto:travis@amesalliance.com)**
- If more than one submission is received, a local pitch competition will be held on **Tuesday, April 8 at 4pm**. All submitters will be expected to present their pitch in front of members of the AMS Economic Vitality Committee at said event. **Failure to attend will result in your submission being removed from consideration.**
- If chosen as the local winner, your business will be expected to record a 3-minute video with Ames Main Street’s videographer, Karen Smidt, on one of the following dates, April 9, 10, 11. Karen will contact you to schedule a day/time. **Failure to meet with her for any reason on one of those dates will result in you being solely responsible for your video submission.** No submission to Main Street Iowa is complete without the 3-minute video.
- Once the video is completed and approved, your business’ application information (above) and video will be submitted by AMS to Main Street Iowa no later than **May 1, 2025**.

Business Owner Signature: \_\_\_\_\_

Co-Business Owner Signature: \_\_\_\_\_  
(Only if a dual ownership exists)