

2023-2024 Bricks & Clicks Application Preview

Section 1 (all applicants):

1. Business Name:
2. Your Name:
3. Address:
4. Phone:
5. Demographics:
6. Goals: Share your short and long-term business goals:
7. Challenges and Opportunities: Are there any challenges to your business that you would like to address through this program? Are there any opportunities that you would like to take advantage of? This should align with whatever assistance or grant-funded idea you will be requesting.
8. PROPOSAL/REQUEST: Describe the assistance you would like to request and/or what idea or project would you like to fund through this program? (Details about a grant-funded idea or project will be requested in subsequent questions.)
9. If you are a culinary business, please indicate here what you would like to work on with Alley Jones.
10. If you are an entrepreneur looking to open a new business - simply state that you seek to receive a start up grant.
11. YOUR CUSTOMER: Please describe your customer.
12. Business and Marketing Plans: Upload these documents if you have them.
13. Indicate if you are an existing business or new business looking to open in downtown to proceed to the correct section.

Section 2 – For All Existing Businesses:

1. LEASE: How much time is left on your current lease?
2. FINANCIALS: Upload your Profit and Loss statements for 2022 and Year-to-date 2023 or bring a copy to HDR's office.
3. Do you have details about your grant-funded idea or project like a budget, timeline, plans, etc? If yes, you'll be asked to share those details and documents in the next section.

If no, you have the option to share anything else about your business or request before submitting your application.

Submit Or Proceed to Next Section to Share Details about Grant-funded Idea or Project

Section 3 – For Existing Businesses with a Grant-funded Project or Idea:

1. Please provide additional details about your idea/project that you have not already shared:
2. How much money are you requesting:
3. What is the estimated total cost of your grant-funded idea or project?

4. Please outline your budget here. This may be uploaded as a supporting document instead.
5. Do you have plans, drawings, and/or estimates that support your grant request? Yes or No.
6. If available now, please upload supporting documents:
7. Outline your timeline for completion assuming that you receive notification of a grant award the week of Dec. 11th:
8. How will this project help you achieve your goals and reach your target customers?
9. Is there anything else you would like to share? If no, please skip and proceed to submitting your application.

Submit

Section 4: New Businesses Seeking to Open Downtown

1. Briefly describe your business:
2. Why do you want to open in Downtown Harrisonburg?
3. How much funding are you requesting?
4. Outline how you would spend this funding?
5. Have you owned a business before? If yes, please briefly tell us about it.
6. Did you receive assistance developing or refining your business plan or business idea? If so, please briefly explain.
Have you started looking for commercial space in Downtown Harrisonburg?
7. Do you have capital, outside of this grant opportunity, to start your new business?
8. If you found the right commercial space, are you ready to sign a lease by May 1, 2024 and open for business?
9. Is there anything else you would like to share about yourself or your business idea?

Submit