



**DOWNTOWN
LONG BEACH
ALLIANCE**

Entrepreneur and Small Business Incubator Award

The DLBA's Small Business Incubator are designed to assist new businesses and support the expansion of existing businesses by providing access to capital and support services in an effort to defray costs associated with the starting or expanding of a business therefore creating jobs in Downtown Long Beach. The program will award UP TO 7 businesses the following:

- Selected awardees will have 1 year of DPBIA assessments paid for or reimbursed (upon proof of receipt) up to \$500.
- Selected awardees will be given a 6-month Communal membership to CommonGrounds Workspace. (\$3,000 value)
 - Monday – Friday access from 8AM – 6PM
 - Temporary Shared office space with desk & storage
 - Use of Private Invita Café
 - Use of communal space for company specific events
 - Use of small and large conference rooms
 - Access to CommonGrounds Workspace member events
- Selected awardees will receive a free one-hour, one-on-one legal and business strategy with Stone Law & Consulting, Ashleigh Stone, Esq meeting to create their legal "to do" list including legal structure, IP protection, and other business best practices (award must be utilized within 30 days of receiving award confirmation from DLBA's Economic Development Committee meeting (date TBD))
- Selected awardees will be endorsed by DLBA as a KIVA Trustee to access micro-loan financing to cover start-up or existing business costs
 - KIVA Trustee Endorsement will allow awardees to access matching funds from LISC and DLBA
 - Example: Awardee needs to raise \$3,000 for a fixed-asset expense, recipient would only need to raise \$1,000 from crowd sourcing and DLBA & LISC will both contribute \$1,000 each.
 - Kiva Micro-Loans Details:
 - 0% interest loan with up to 36-month repayment period
 - Borrow between \$500 and \$10,000 through crowdfunded loan program

Criteria for Participation; Your business may qualify for the award if it satisfies ALL of the following requirements:

1. **To Apply:** All applicants must submit a PowerPoint presentation by May 23 including:
 - a. Proposed business financial model
 - b. Business plan
2. The business must be located or willing to locate within the [DLBA Service Area](#).
3. Applicant to participate in the program must enroll in **The Entrepreneurship Education Series** held in partnership with **Institute for Innovation & Entrepreneurship** and complete the following 10 modules* within the scheduled 5 weeks:
 - Week 1: The Value of a Business Plan, April 20
 - Pitchfest & Small Business Award Overview
 - Starting a Business
 - Business Planning



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- Week 2: Your Marketing Plan, April 27
 - Writing your Marketing Plan
 - How to do Digital Marketing
- Week 3: Accounting & HR Basics, May 4
 - Accounting Basics
 - Human Resource Basics
- Week 4: Where to Locate Your Business, May 11
 - Site Selection
 - Negotiating a Lease
- Week 5: Legal Issues & Funding Opportunities, May 18
 - Legal Structure
 - Funding Opportunities
 - PitchFest Presentation Break Out
- Week 6: June 1, *PitchFest:
 - A certificate ceremony – Participants that have attended all 10 modules will walk out with a certificate and a self-developed business plan in hand.
 - Pitchfest is for all qualified potential award recipients to present their business plan. All start-up or expansion costs are itemized and defined in the applicant's week 6 pitch. All business plan items presented will be subject to removal, editing, and approval by the award committee composed of members from DLBA's Economic Development Committee.
- Week 7: June 13, DLBA Economic Development Committee:
 - Up to 7 proposed award recipients' business plans are presented and financial awards are confirmed.

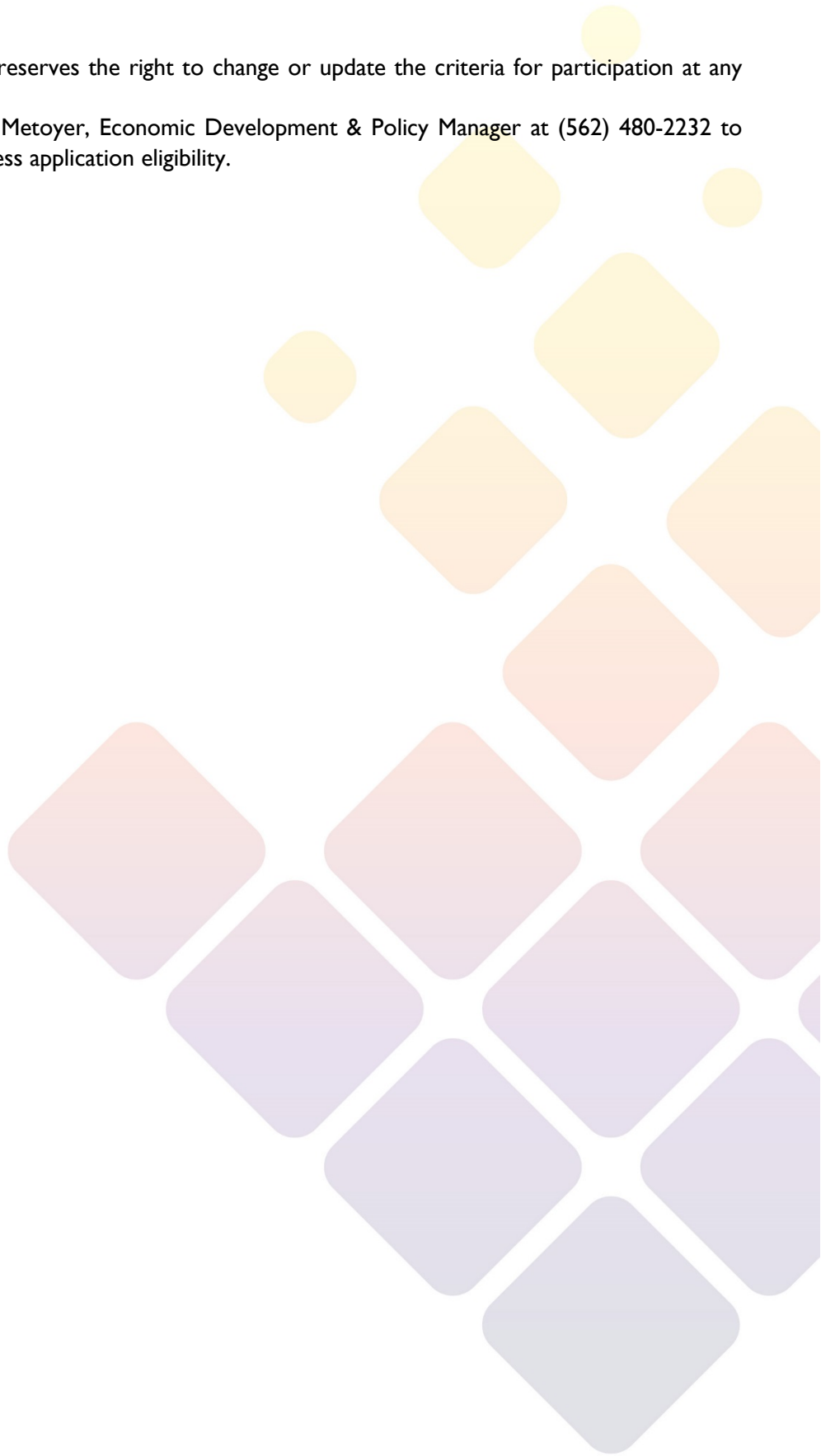
*Applicant(s) eligibility will be confirmed by review of all original signatures of each week's sign in sheet kept on file as of May 20. Applicant(s) are allowed one (1) absence with prior notification sent to DLBA & IIE staff. Only those that attend all five (5) weeks will receive a certificate of completion from Long Beach State University. There will be no exceptions.

4. Applicant(s) must participate in the final pitch workshop during Week 5.
5. Copy of identification (DUNS Number) is not required with your PitchFest application.
6. All City of Long Beach fees must be paid and business license is on file as "active" within 90 days of official award notification date and the business license is located within boundaries of the [Downtown Business Parking Improvement Area](#) of the DLBA.
7. Applicant(s) business or proposed business, including its affiliates, has no more than 24 employees as reported by the City of Long Beach Financial Management department on date of application of program.
8. Is organized FOR PROFIT, which operates primarily within the United States or which makes a significant contribution to the United States economy through payment of taxes or use of American products, materials or labor. The entrant and its business plan cannot be a 501(c)3 non-profit organization.
9. Is in the legal form of an individual proprietorship, partnership, limited liability company, corporation, joint venture, association, trust or cooperative, except that where the form is a joint venture.
10. Must have a dedicated business banking checking account open within 30 days of completion of the education workshops.
11. The entrant and its business plan cannot be a franchise or a home-based business.
12. Other restrictions may apply.



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13. The DLBA reserves the right to change or update the criteria for participation at any time.
14. Call Austin Metoyer, Economic Development & Policy Manager at (562) 480-2232 to verify business application eligibility.





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Criteria to Receive Incubator Award

- Start-up costs that are itemized and defined in the applicant's week 6 pitch will be subject to removal, editing, and approval by the award committee composed of members of DLBA's Economic Development Committee.
- All of the below must be part of the same business entity and included on the business banking account:
 - Business name/DBA on file with the City of Long Beach Business License
 - DUNS number
- If (Business TBD) is awarded and does not fulfill the criteria to receive award by 90 days after or August 20 (whichever is first) the awarded award money is dedicated back into the Economic Development Budget for use in the current fiscal year.
- The DLBA reserves the right to change or update the criteria to receive award at any time.

For More Information Contact:
Austin Metoyer
Economic Development & Policy Manager
(562) 485-3130
www.DTLBbusiness.com



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The Entrepreneurship Education Series and Small Business Incubator Program

APPLICATION FORM

Date Submitted: _____ Business Opening Date: _____

Business Hours: _____

Business License No (if applicable): _____

Date Issued: _____ No. of Employees: _____

Business Name: _____

Business Owner(s): _____

Business Address: _____ Zip Code: _____

Mailing Address: _____ Zip Code: _____

Business Phone: () _____

Alternate Phone: () _____

Email Address: _____

Program Eligibility Guidelines (Please read above.)

Program Eligibility Questions: (circle answer)

1. Are you a new business owner or expanding your existing business? _____
2. Did you buy an existing business? **YES or NO**
 - Business Name & Address of other location(s): _____
3. Attach a copy of your (DUNS Number) which is required to be submitted with your application. Call 866-705-5711 to obtain your FREE DUNS number or go <http://www.dnb.com/duns-number.html> to learn more.
4. Do you acknowledge your business license is on file as showing pending or completed within 90 days of official award date and the business license is located within the DPIA Boundaries of the DLBA. **YES or NO**
5. Do you acknowledge all City of Long Beach fees must be paid and business license must be "active" prior receiving the award? **Sign here** _____
6. Do you acknowledge applicants business or proposed business, including its affiliates, has no more than 24 employees as reported by the City of Long Beach Financial Management department? **Sign here** _____
7. Is your proposed or existing business a for profit organization? YES or NO



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8. Is your proposed or existing business in the legal form of an individual proprietorship, partnership, limited liability company, corporation, joint venture, association, trust or cooperative, except that where the form is a joint venture, there must be less than 50 percent participation by foreign business entities in the joint venture? YES or NO
9. Do you acknowledge the entrant and its business plan cannot be a franchise. **Sign here**_____
10. Other restrictions may apply.
11. Is your proposed or existing business now open to the public? **YES or NO**
12. The DLBA reserves the right to change or update the criteria for participation and/or award at any time.

Applicant Certification: I acknowledge and agree to the above eligibility requirements and certify that all information provided herein is true and complete to the best of my knowledge and belief. Verification will be provided, if requested.

Business Owner/Operator Name (Print or Type):_____

Business Owner/Operator Signature:_____

Signature Date_____

**For More Information Contact:
Downtown Long Beach Alliance
Austin Metoyer
Economic Development & Policy Manager
(562) 485-3130
Or visit our website:
www.DTLBbusiness.com**

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