



**OCTOBER 3 - NOVEMBER 7, 2019 -- 6 - 8 PM**

A weekly training and competition process that will award over \$15,000 in business investment grants for start-up and existing businesses looking to expand jobs within Tazewell County and Town's of Bluefield, Cedar Bluff, Pocahontas, Richlands and Tazewell.

Business Categories:

- Arts and Culture
- Outdoor Recreation
- Value Added Agriculture/Agritourism
- Restaurants and Hospitality
- Technology/Manufacturing/R&D
- Retail and Support Services
- Light Manufacturing

APPLICATIONS DUE SEPTEMBER 20, 2019

**CONTACT:**

## **TAZEWELL COUNTY INDUSTRIAL DEVELOPMENT**

197 MAIN STREET  
TAZEWELL, VA 24651 OR BY EMAIL  
AT TAZEWELLVACHALLENGE@GMAIL.COM  
276-385-1271

## **TURN THAT IDEA INTO A SUCCESSFUL BUSINESS!**

Tazewell County has partnered with Virginia Community Capital to offer this entrepreneur/small business development program. Awards are sponsored by the Tazewell County Industrial Development Authority and Towns of Bluefield, Cedar Bluff, Pocahontas, Richlands & Tazewell.

Sessions are open to the public however must register at <https://events.vastartup.org> to attend.

Download guidelines and application at:  
<https://vastartup.org/downloads/>



## **Tazewell County Business Plan Challenge**

### **Guidelines/Rules**

**The Business Plan Challenge** is a competitive process that will award over **\$15,000** in business investment grants for start-up and existing businesses looking to expand with additional job creation in Tazewell County, Virginia or Towns of Bluefield, Cedar Bluff, Pocahontas, Richlands, and Tazewell.

Applications must be submitted or postmarked no later than 5:00 p.m. on **September 20, 2019** and received at the **Tazewell County Industrial Development Authority at 197 Main Street, Tazewell, VA 24651** or by email at **tazewellvachallenge@gmail.com**.

### **Awards**

The following will be awarded from Tazewell County Industrial Development Authority to the winners of the program once they establish eligible business reimbursements for qualified business expenses.

- **1<sup>st</sup> Place – Start-up Business**
  - \$5,000
  - One year membership to Tazewell County Chamber of Commerce (value \$200)
- **2<sup>nd</sup> Place – Start-up Business**
  - \$1,500
  - One year membership to Tazewell County Chamber of Commerce (value \$200)
- **3<sup>rd</sup> Place – Start-up Business**
  - \$500
- **1<sup>st</sup> Place – Existing Business Expansion**
  - \$5,000
  - One year membership to Tazewell County Chamber of Commerce (value \$200)
- **2<sup>nd</sup> Place – Existing Business**
  - \$1,500
  - One year membership to Tazewell County Chamber of Commerce (value \$200)
- **3<sup>rd</sup> Place – Existing Business**
  - \$500
- **Best Business Pitch**
  - \$500 for highest score received from judges when business idea is “pitched”
- **Best Business Plan**
  - \$500 for the highest score received from business plan judges

### **Eligible Business Categories**

- Arts and Culture • Outdoor Recreation • Value Added Agriculture/Agritourism • Restaurants and Hospitality • Technology/Research and Development • Retail • Support Services • Light Manufacturing (Employ less than 25)



## Schedule of Events

Date	Topic Covered	Location
September 20, 2019	Applications due	
October 3, 2019 6-8:00 PM	1 <sup>st</sup> class- Intro to Starting a Business	American Legion, Tazewell
October 10, 2019 6-8:30 PM	Expert Panel (Legal, Accounting, Insurance)	Richlands Town Hall
October 17, 2019 6-8:30 PM	Credit and Managing a Business	Bluefield Town Hall
October 24, 2019 6-8:30 PM	Marketing, Promotion and Customer Service	Pocahontas Rescue Squad
October 31, 2019 6-8:30 PM	Where's the Money? Panel of Financial Experts	Cedar Bluff Town Hall
November 7, 2019 6-8:30 PM	Pitch Night	Tazewell Administration Building
November 12, 2019 5:00 PM	Business Plans Due IDA Office	
November ?, 2019	Winners Announced	

## Other Program Requirements *(Please initial that you have read & understand)*

- Applications are due by 5:00 p.m. September 20, 2019. To be eligible, you must have a for-profit business or business idea that you want to pursue in one of the six categories. (See Eligible Business Categories.) Business must be open within 1 year from the announcement of the award winners.
- To win one of the competitive awards, the for-profit business must be located within Tazewell County or Towns of Bluefield, Cedar Bluff, Pocahontas, Richlands, and Tazewell
- Applicant must be 18 years of age or older.
- Business must be located in Tazewell County or Towns of Bluefield, Cedar Bluff, Pocahontas, Richlands, and Tazewell, and zoned for business to compete in the challenge and must **create a minimum of one (1) full-time job (minimum 32-hours per week) to qualify to receive grant**, show proof of payment of all business licenses and applicable taxes, etc. If business is located in Tazewell County or Towns of Bluefield, Cedar Bluff, Richlands, Pocahontas or Tazewell, the business must have a storefront in a zone for business location. Exception to rule is for certified/approved agriculture or agritourism business or outdoor recreation business. If participating as an existing business, your spouse would qualify as a full-time job if: You show proof of the IRS 940 and 941 tax employment report that is sent to the IRS.
- Business proposals will be scored using several criteria – strength of business plan, quality and impact of pitch night presentation, attendance, etc.
- If applying as a team/partnership, at least one person must be designated as the applicant leader and attend ALL classes, pitch night and involved in development of business plan unless pre-approved by the executive committee.
- Application must include an IDEA Abstract of your proposed business and should be roughly 250 words. Your idea abstract will be broken down into four sections – Product or service description; customer definition, market description, size and sales strategy, and number and type of jobs project to create.
- Attendance by applicant is **mandatory** for **all six classes**, held weekly at 6 – 8:30 PM to be eligible, including the business plan presentation. However, applicant may be granted one pre-approved absence under the condition that someone attends class on their behalf. Contact Pam Warden at 276-385-1271 or Sandy Ratliff at 276-477-3999 if you are unable to attend. Pre-approved absence will be confirmed via email.



9. During inclement weather, the executive committee will make the ruling on unforeseen circumstances. The make-up session will be announced at the Tazewell County Challenge Facebook page or via text message if requested. If rescheduled event is a conflict for a contestant outside the normal schedule, please contact the executive committee immediately.
10. Participants/applicant must be on time to **ALL** classes. **If applicant is more than 15 minutes late for any session, applicant is automatically disqualified from challenge.**
11. Prize awards will consist of 1- first place and 1-second place awards to business startup, 1- first place and 1-second place awards to existing business expansion located in Tazewell County or Towns of Bluefield, Cedar Bluff, Pocahontas, Richlands, and Tazewell. **The definition of a startup business is defined as an enterprise that has been in operation one year or less. The length of time in business is determined by the date the business started or had its first sale. If there is a question, the executive committee will make the determination on a per participant basis.**
12. Pitch night and business plan judging will be performed by a panel of independent judges, consisting of professionals involved in entrepreneurship/small business. Business plan judge identities will not be revealed. Business plans should not exceed 20 pages and include company overview; product or service description; market description; size and sales strategy; competition; management team; financials; capital needs; and details of how your grant funds will be used. We cannot be the only source of revenue. Detail other funds for the project, with specific commitments (loan application/approval, personal funds, etc.) You are required to write something under each section and submit at least 3 copies of your completed plan. Entries are judged a scale from 1-10, with 10 being the highest in various categories.
13. Business plans must be submitted by 5:00 p.m. not later than November 12, 2019 to the **Tazewell County Industrial Development Authority at 197 Main Street, Tazewell, VA 24651** to be qualified for competition. No exceptions!
14. Submitted ideas/plans are protected in the spirit of non-disclosure, where all entry materials will be treated as company confidential. The only persons with access to the entry materials will be judges and select members of the executive committee. Materials will not be distributed to any other party, unless requested by entrant.
15. **THE DECISION OF THE JUDGES IS FINAL.** The Tazewell County Industrial Development Authority is the fiscal agent of the challenge. The Tazewell County Industrial Development Authority members or Town Council members of Bluefield, Richlands or Tazewell hold no decision-making power over the Business Plan Challenge decisions.
16. All participants agree to complete an impact report to document strengths and weaknesses of program.
17. Each winning challenge owner is required to meet, at least monthly, with a designated “mentor” to share information, go over the books, etc. for a minimum of six months. Disbursements of funds require 2-week notice and have mentor signature. A list of designated mentors is available at the Tazewell County Industrial Development Authority and Virginia Community Capital.
18. You may compete annually until you have won a first-place award.
19. Each grant awarded will provide up to twelve months of reimbursable expenses, from the date of the award, upon presentation of receipts. The final \$2,500 will not be paid until winner provides proof of mentoring and job created and has been operational for six months, as long as the business owner continues to participate with the business mentor, up to a maximum of twelve (12) months, or whenever the grant award is exhausted, whichever comes first.
20. Awards are non-transferrable/non-negotiable.
21. Winner agrees to complete an economic development impact survey.



22. The contestant authorizes Challenge team to share contact information with other supporting organizations.  
(optional)

*Please sign here that you have reviewed the guidelines:* \_\_\_\_\_

## **How to Find out More**

- For additional information contact Pam Warden at 276-385-1271 or Sandy Ratliff at 276-477-3999.

## **Funders and Sponsors**

Tazewell County Industrial Development Authority  
Towns of Bluefield, Cedar Bluff, Pocahontas,  
Richlands & Tazewell

Virginia Community Capital  
Thompson Charitable Foundation

## **Coordinating Partners**

Virginia Community Capital  
Tazewell County Industrial Development Authority  
Towns of Bluefield, Cedar Bluff, Pocahontas,  
Richlands, Tazewell  
SVCC Small Business Development Center



## **Tazewell County Business Plan Challenge**

### **Application**

**Name of Applicant:** \_\_\_\_\_ **Business Name:** \_\_\_\_\_  
**Address:** \_\_\_\_\_  
**City/Town:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip code:** \_\_\_\_\_  
**Home phone:** \_\_\_\_\_ **Cell phone:** \_\_\_\_\_  
**Email:** \_\_\_\_\_  
**Challenge Applicant Contact:** \_\_\_\_\_

**Suggested eligible category most closely describes your for-profit business?**  
**(Mark all that apply)**

- ☐ Are you a startup business?
- ☐ Arts and Culture – emphasis on products or offerings that value handmade, authentic and distinctive characteristics of the Southwest Virginia culture
- ☐ Outdoor Recreation – emphasis on products or offerings that promote, showcase, or make use of natural assets and outdoor opportunities
- ☐ Value Added Agriculture/Agritourism – emphasis on products or offerings that use raw indigenous materials, and through production, create a product offering that has a substantially higher value, including agritourism offerings
- ☐ Restaurant and Hospitality – emphasis on services that provide meals, lodging, or other guest services that enhance the visitor and/or tourist experience
- ☐ Technology/Advanced Manufacturing/ Research and Development – emphasis on industries that use advanced technology to improve their products or services or for research and development.
- ☐ Retail – emphasis on retail services and activities that support any of the above categories
- ☐ Services – emphasis on professional services and activities that support any of the above categories
- ☐ Light Manufacturing – emphasis on businesses employing 25 or less processing, fabricating, assembly, or disassembly of items takes places wholly within an enclosed building.
- ☐ I am interested in attending the business workshops only (space limited, priority given to challenge applicants)

#### **Business Ideal Abstract:**

<b>Product or Service Description:</b>	
<b>Customer/Market Description:</b>	



<b>Size &amp; Sales Strategy:</b>	
<b>#Jobs to Create &amp; Types of Jobs</b>	

**Location of Proposed Business:** \_\_\_\_\_

**Have you reviewed the Challenge rules/guidelines?** \_\_\_\_\_

**If so and you agree to the guidelines, please sign below:**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Print**

**Business Plans must include:**

Completed business plans must be submitted in person or postmarked not later than September 20, 2019 after successful completion of Business Plan Challenge to the Tazewell County Industrial Development Authority. Business plans should not exceed 20 pages and include company overview; product or service description; market description; size and sales strategy; competition; management team; financials (Capital Start-up Needs, Cash-Flow Projection for 2 years minimum).; and capital needs. You are required to write something under each section and submit at least 3 copies of your completed plan. Entries are judged a scale from 1-10, with 10 being the highest in various categories.

Applications must be submitted or postmarked no later than 5:00 p.m. on **September 20, 2019** and received at the **Tazewell County Industrial Development Authority** at 197 Main Street, Tazewell, VA 24651 or email at [tazewellvachallenge@gmail.com](mailto:tazewellvachallenge@gmail.com).