

MMS Business Sustainability Application Form

BUSINESS OPERATIONS

Business Description *(maximum 60 characters or 15 words)*

Please provide a brief description of the business (i.e. bakery, restaurant, retail store)

Products/Services sold *(maximum 2,000 characters or 300 words)*

Briefly describe the products or services you sell and how they are sold (i.e. in-person, online, on-site at the customer's location, vendor's markets). What need do you meet for your customers?

Customer Profile *(maximum 2,000 characters or 300 words)*

Briefly describe your ideal customer. How do they learn about your products/services, and why do they buy from you?

Current Staffing Profile *(maximum 2,000 characters or 300 words)*

Briefly describe your current staffing (i.e. position title, roles and responsibilities, years on the job). Identify any gaps or unfilled positions you may currently have.

Financial Summary *(maximum 2,000 characters or 300 words)*

Please provide a brief description of your current financial situation. If the business is operating at a loss, please explain.

BUSINESS NEED

Business Need (maximum 2,000 characters or 300 words)

Briefly describe your current business needs (i.e. staffing, equipment, renovations, training, resources) and how you believe addressing these needs will grow your business.

Use of Funds

Please describe your proposed purchases by category and how the funds will be spent. List the owner investment amount above the My Main Street funding requested if applicable. My Main Street Funding cannot exceed the amount you have requested (to a maximum of \$20,000).

CATEGORY	PROPOSED PURCHASES	TOTAL COST <i>(do not include HST)</i>	\$ OF TOTAL COST <i>MMS 2.0 FUNDING</i>	\$ OF TOTAL COST <i>OWNER INVESTMENT</i>
Equipment				
Leasehold Improvements				
External Façade Renovations				
Inventory				
Technology				
Marketing				
TOTAL		\$	\$	\$

Licenses and Permits *(maximum 2,000 characters or 300 words)*

Have you secured or will you be able to secure the necessary permits, licenses, or approvals to support your business model and the funding request? Please explain.

Impact on Your Main Street *(maximum 2,000 characters or 300 words)*

Briefly describe how receiving these funds will allow you to have an impact on your Main Street community.

Productivity (maximum 2,000 characters or 300 words)

Briefly describe how receiving these funds will increase your business productivity.

Jobs (maximum 2,000 characters or 300 words)

Briefly describe how receiving these funds will allow you to create or maintain jobs.

Innovation (maximum 2,000 characters or 300 words)

Briefly describe how receiving these funds will make your business more innovative.

Sustainability (maximum 2,000 characters or 300 words)

Briefly describe how receiving these funds will make your business more sustainable (i.e., buying locally, using less packaging, using green alternatives, reducing waste, etc.)

Measurement and Analytics (maximum 2,000 characters or 300 words)

Briefly describe how you will measure your success in achieving your goals and what tools you will use to gather the information. For example, surveys, number of followers, increase in sales, # of new customers, etc.)

TERMS AND CONDITIONS

I certify that the information entered in this form is correct. I understand and agree that any falsification or material omission of information may result in forfeiture of or consideration for the Business Sustainability contribution. Please check the box to verify the information's accuracy.

Information, as presented, is accurate