**My Main Street – Business Expansion and Recovery Plan**

**How To Use This Template**

This business expansion and recovery plan template is part of the documentation required by existing businesses to apply for the Local Business Non-Repayable Contribution as part of the My Main Street Local Business Accelerator Program. It is important that you read the **Application Guide** before you start filling it in.

***Be sure to:***

* Address the points in each box and complete them as they relate to your business.
* Provide enough detail to explain your idea to someone who is not familiar with it.
* Contact the My Main Street Ambassador in your local main street community if you have questions on either the program guidelines or in using the **Market Research Report** to help you complete this plan.
* Upload this business expansion and recovery plan as part of your completed Application for the program.

**Application Checklist**

This Business Expansion and Recovery Plan is one of the key documents in support of your Application for a Local Business Non-Repayable Contribution of up to $10,000.

*Other requirements include:*

* Completion of a Market Research Report with your My Main Street Ambassador.
* Completion and submission of the Existing Business Application.
* Copies of your Business Registration (Master Business License, Letters of Incorporation, Partnership Agreement).
* Verification of Commercial Property Taxes (copies of a Commercial Tax Bill or Lease Agreement highlighting its inclusion in the rent).
* Storefront Photo (High resolution photo of your storefront).

***Completion and submission of the required documents does not guarantee acceptance. All applications are scored based on a rubric that can be found in the Application Guide and assessed based on main street community need.***

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| **Section 1 - General Business Information** | |
| **Business Name** |  |
| **Contact Name** |  |
| **Email** |  |
| **Phone** |  |
| **Section 2 – About Your Business** | |
| Provide a brief description of your business and the products/services it provides.  *What to Include:*   * ***Overview of your business*** - what you do, what you sell, what problem you solve for your customers and your progress to date. * ***Market opportunity*** - identify what you learned from your market research customers, competitors, industry. * ***Marketing activities*** - summarize your strategy to attract new customers (leverage the market research provided). * ***Operations*** - summarize your location, structure, team, and key roles). * ***Financial summary*** - revenues, expenses, and profit or loss anticipated. * ***THE ASK*** - provide a specific summary of equipment, marketing costs, leasehold improvements, or other costs the Local Business Non-Repayable Contribution will cover. | |
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| **Section 3 – Market Research Report** | |
| The goal of My Main Street is to help small local businesses adopt strategies to recover and grow their businesses as a result of the pandemic. Please share the strategies you plan to implement to grow your business based upon the Market Research Report and other insights identified in collaboration with your My Main Street Ambassador. | |
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| What are the goals and objectives of your business, based on the market research that was completed and other goals you have identified with your My Main Street Ambassador? | |
| **Increase online sales** | Yes / No |
| **Increase in-store sales** | Yes / No |
| **Implement technology to improve administration (i.e. CRM, POS, etc.)** | Yes / No |
| **Implement technology to improve marketing (i.e. website, e-commerce, social media, etc.)** | Yes / No |
| **Hire new staff** | Yes / No |
| **Purchase or upgrade equipment** | Yes / No |
| **Implement leasehold improvements** | Yes / No |
| **Other – please describe:** | |
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| **Section 4 – Projected Budget** | | | |
| Please provide an overview of the proposed budget to achieve your goals and objectives. | | | |
| **Item** | **Total Costs**  **(do not include HST)** | **Owner Investment** | **My Main Street Non-Repayable Funds** |
| **Equipment:** *(describe)* |  |  |  |
| **Leasehold Improvements:** *(describe)* |  |  |  |
| **External Façade Renovations:** *(describe)* |  |  |  |
| **Inventory:** *(describe)* |  |  |  |
| **Technology:** *(describe)* |  |  |  |
| **Marketing:** *(describe)* |  |  |  |
| **Total** |  |  |  |
| ***My Main Street Funds cannot exceed $10,000*** | | | |

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| **Section 5 – Action Plan** | | | |
| Please provide an overview of your action plan to complete the objectives and their associated costs. | | | |
| **Objective** | **Action** | **By When** | **Metric** |
| *Eg. Grow online sales of X product.* | *Target marketing towards X demographics on Facebook.*  *Purchase inventory to meet demand.* | *March 31st, 2021* | *$2,000 in sales.* |
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*I certify that the statements and information in this Business Expansion and Recovery Plan, application form and all attachments are true and correct to the best of my knowledge. I understand and agree that any misrepresentation, falsification, or material omission of information on this application may result in my failure to be considered for the My Main Street Local Business Accelerator, Local Business Non-Repayable Contribution or be considered in default of the program if already granted.*

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| **Name (print)** | **Date** |
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