



## PLANT YOUR FLAG IN NORTON: BUSINESS CHALLENGE APPLICATION

Primary Applicant Information		
Full Name:		
Business Name:		
Phone:	Email:	
Address:		
City:	State:	Zip:
<b>Please Check All That Apply:</b>		
<input type="checkbox"/> Not Currently A Business		
<input type="checkbox"/> Existing Business with Storefront		
<input type="checkbox"/> Home Based Business		
<input type="checkbox"/> I plan to compete for the prize money		
<input type="checkbox"/> I don't plan to compete for the prize money. I am interested in the education and networking opportunity.		
<b>Existing Business Location:</b>		
<input type="checkbox"/> Inside Norton City Limits		
<input type="checkbox"/> Outside Norton City Limits		
<input type="checkbox"/> N/A		

Additional Co-Applicants?		
Full Name:		
Phone:	Email:	
Address:		
City:	State:	Zip:

Additional Co-Applicants?		
Full Name:		
Phone:	Email:	
Address:		
City:	State:	Zip:

Applications **MUST** be submitted by March 1, 2021. See below for submission details.

Completed applications can be emailed to [nortonbc@nortonva.gov](mailto:nortonbc@nortonva.gov), or mailed to Norton Business Challenge at P.O. Box 618 or dropped by City Hall located at 618 Virginia Avenue NW, Norton, VA 24273.



## **BUSINESS CHALLENGE TIMELINE**

*An applicant of the business must attend **ALL** sessions.*

<b>Class 1: TBD</b>	Intro to Business Plan & SBDC Services
<b>Class 2: TBD</b>	Understanding Credit & Managing a Business
<b>Class 3: TBD</b>	Professional Panel - Attorney, Insurance, CPA, Local Ordinances & Taxes
<b>Class 4: TBD</b>	Financing a Business and Panel of Local Bankers and Funders
<b>Class 5: TBD</b>	Intro to Marketing and Social Media
<b>Class 6: TBD</b>	Pitch Night & Business Plans Due

Identify the category that most closely describes your business or business idea. **(Mark all that apply)**

- Outdoor Recreation** – Emphasis on products or offerings that promote, showcase, or make use of natural assets and outdoor opportunities.
- Restaurants & Hospitality** – Emphasis on services that provide meals, lodging, or other guest services that enhance the visitor and/or tourist experience, including brewery or brewpub.
- Specialty Retail** – Emphasis on businesses that provide unique offerings.
- Arts & Culture** – Emphasis on products that value handmade, authentic, and distinctive characteristics of the Southwest Virginia culture.
- Value Added Agriculture/Agritourism** – Emphasis on products or offerings that use raw indigenous materials and, through production, create a product that has a substantially higher value. This could include agritourism or a brewery.
- Technology/Advanced Manufacturing** – Emphasis on industries that use advanced technology to improve their products or services or for research and development.
- Light Manufacturing** – Emphasis on businesses employing 25 or less that process, fabricate, assemble, or disassemble that take place wholly within an enclosed building.
- Support services for the above.
- I am interested in attending the business workshops to learn and currently have no specific business idea.

Tell us more about your existing business or business idea:

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By checking this box, I understand that I may/may not be selected to compete for prize money in the Norton Business Challenge. If I am not chosen to compete for prize money, I understand I may still attend classes which offers training and networking opportunities. If selected to compete for prize money, I will be on time and attend **all** scheduled trainings and events and participate as an engaged member of the group in order to be eligible to win awards. If my business or business idea is selected as an award winner, once I establish an eligible business in Downtown Norton, I will use the funds for qualified business expenses.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_