



## THE DOWNTOWN LAUNCHPAD PROGRAM OVERVIEW

The LAUNCHPAD Program is presented by Startup Lloydminster, Community Futures Lloydminster and Region, and the Downtown Area Redevelopment Committee (City of Lloydminster) (collectively referred to as The Partnership). If you are an emerging or experienced business looking to test a new product, business concept, or get some experience with managing your first brick and mortar store, then this program may be a great opportunity for you.

The Partnership is seeking a qualified business to participate in a pilot business launch program. Qualified applicants will be offered a short-term rental of a commercial tenant space in Downtown Lloydminster. Selected businesses will receive a reasonable rental rate for a term of up to five months. The LAUNCHPAD Program is looking for retailers and service providers to bring creative and innovative businesses to Downtown Lloydminster that will complement the *Downtown Area Redevelopment Plan*.

### Purpose of the Program

- Help launch emerging small businesses into a temporary brick and mortar store
- To allow established local brands to test the Downtown Lloydminster market in a low-risk and low-investment opportunity
- To encourage foot traffic and expand the diversity of businesses and shopping experiences in Downtown

### Business and Use Preferences:

- Eligible: businesses selling a tangible product or unique service to consumers that offers diversity to the downtown area such as specialty food retail, specialty retail, artisans and makers, wellness, personal services, fitness, entertainment etc
- Ineligible businesses include, but not limited to: liquor or cannabis stores, nightclubs, restaurants, professional services, offices

### WHERE & WHEN:

- The dedicated space available for TERM 1 is approximately 1,000 sq ft storefront located at 4712 50 Avenue, Lloydminster, AB (Block 8, Lots 23-24) (previously Heritage Optical). Please note that this space may change for future Terms.
- TERM 1 and TERM 2 are now ACCEPTING APPLICATIONS (Term 1 starting as early as Dec 1)

It is intended that the Program will be offered with a total of 4 spots over the next 2 years with a single business being activated in each of the 5 month terms. Term dates are tentative and may change at any time.

Term 1 December 1, 2024 – April 30, 2025

Term 2 May 1, 2025 – October 31, 2025

Term 3 November 1, 2025 – April 30, 2026

Term 4 May 1, 2026 – October 31, 2026

- Two or More applicants may submit their intent to collaboratively share the space for the term they are applying for. In this case, applicants will still complete their full individual applications, all of their own supporting documentations, meet all their own requirements

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for insurance, business licensing, rental agreement etc, as well as to complete a Shared Space agreement if they are a successful shared candidate.

**The first application period will open on November 18, 2024 with selection ongoing, so apply early if interested in Term 1 or Term 2.** One (1) applicant or Shared Applicants will be selected based upon the following:

- The business' ability to occupy available shop space with a cohesive shop concept.
- Showing concept viability and ability of applicant to operate a business.
- Proof of business ownership
- The appeal of how the product(s) add(s) to the overall mix for products and services in Downtown.
- Demonstrated ability to adhere to the guidelines and requirements set forth in this document; and,
- Ability to advance the goals of the *Downtown Area Revitalization Plan*.

Program Guidelines:

- Operate your business full-time for up to 5 months
- Operating hours will vary from business to business. The Partnership staff will work with business owners to identify the best operating hours for their business. It is suggested that the business be open at minimum 5 days per week and at least one evening past 6:00 pm.
- The Partnership will require merchants to report monthly on business activity, including but not limited to, sales, transaction numbers, hours open, and social media impressions.
- The Retail space will be provided in "as is" condition.
- Businesses must provide their own furniture, equipment, technology, shelving, and décor.
- The Partnership will provide technical support in obtaining all permits, some marketing assistance, and introductions to supporting mentors and collaborative businesses.

### **Tenant Responsibilities**

- Provide proof of general liability and contents insurance;
- Sign a Space MOU with the Partnership, pay rent (\$750/month) on the 1<sup>st</sup> of each month, vacate the unit at the end of the agreement, and restore the unit to its original condition.
- Apply for any permits needed to operate in the City of Lloydminster, such as, but not limited to, a Business License, Health Permit, appropriate provincial Licensing;
- Make a **refundable** deposit in the amount of \$500. This will be returned at the end of the program term as long as all guidelines and responsibilities have been met.
- Provide all furniture, fixtures, and equipment needed for the space and retail display, including their own POS system for transactions.
- Provide a creative storefront display and temporary window signage (The Partnership will provide guidance).
- Open and operate the business during the days and hours specified in the Space MOU.
- Conduct marketing activities to promote your business.
- Supply all necessary staffing.
- Will be required to obtain WIFI/phone service as needed, clear snow from entry and sidewalk as needed, and remove all trash from the site regularly.
- Complete regular business activity reporting to the Partnership.

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### **The Partnership Responsibilities:**

- Provide regular business check-ins, resources, tools, and guidance while business is in their Term.
- Provide a safe and move-in ready space for the business to operate (lease expenses will include gas, power, water).
- Support the business with ongoing marketing efforts and connections to mentors and other collaborative businesses in the community.

### **APPLICATION PROCESS**

The LAUNCHPAD Program is looking for a unique business and entrepreneur that has a desire to test their products or services, with a long-term goal of opening their own brick-and-mortar. One (1) selected business will be accepted to sell and test their products and/or offerings in a retail space for a limited time.

**Deadline:** If you wish to participate in TERM 1 or TERM 2 of the LAUNCHPAD Program, please submit your application to [ed@startuplloyd.com](mailto:ed@startuplloyd.com) as soon as possible. Applications will be considered as they come in and until the space is filled. **The space will be available as early as December 1, 2024.**

### **To submit your application,**

A selection committee consisting of members of The Partnership will review and evaluate proposals using the following criteria:

- Unique and well-crafted products, items, or services that support the growth of the downtown business community
- Applicant's previous experience and preparation for operating a business
- A well thought out application, marketing and business plan

**QUESTIONS?** Please contact Corinne McGirr, Startup Lloydminster at (587) 789-1361 or [ed@startuplloyd.com](mailto:ed@startuplloyd.com)