



Business Plan Competition

Downtown Muskogee, Inc. will sponsor a Business Plan Competition aimed at encouraging entrepreneurs to consider downtown sites for a business location. The competition sponsors will offer a special prize package to the winner of the contest which will include both monetary and non-monetary prizes. Entrepreneurs interested in participating in the business plan competition are invited to submit a Letter of Interest (LOI) to Downtown Muskogee by February 13, 2012.

The LOI may be submitted by mail to P.O. Box 2065, Muskogee, OK 74402 and must be postmarked no later than February 13, 2012. The LOI also may be submitted by e-mail to muskogeemainstreet@gmail.com and must be received by 5:00 p.m. on February 13, 2012.

The Letter of Interest should provide the contestant's name, age, grade level (if applicable), address, phone, e-mail and a 1-paragraph synopsis of the proposed Business Plan.

Downtown Muskogee's Economic Revitalization Committee has identified several downtown buildings currently vacant and available for a new business. These spaces range in size from a craft booth to a small office, a large office, a wholesale or manufacturing site and a restaurant.

Contestants who submit an approved Letter of Interest will be provided with a list of these available locations with specific data on costs associated with the space. The competition will also allow an "entrepreneur's choice" of location as long as the site is downtown. The competition will allow for the consideration of existing buildings or may include proposed new construction.

Those entrepreneurs who submit a successful LOI will be invited to submit a full business plan to Downtown Muskogee, Inc. to be entered into the contest. An entry fee of \$20 must accompany the submission. The deadline for submitting the full business plan is March 30, 2012. Complete details, rules, prizes and judging criteria are available at www.downtownmuskogee.org or may be requested by contacting Downtown Muskogee, Inc. at 918-683-2400 or by e-mail.



Contest Rules

- Interested individuals must submit a Letter of Interest (LOI) in participating in the competition to Downtown Muskogee, Inc. by February 13, 2012. The LOI may be submitted by mail to P.O. Box 2065, Muskogee, OK 74402 and must be postmarked no later than February 10. The LOI may be submitted by e-mail to muskogeemain-street@gmail.com and must be received by 5:00 p.m. on February 13, 2012.
- The Letter of Interest should provide the contestant's name, age, address, phone, e-mail and a 1-paragraph synopsis of the proposed Business Plan.
- The Business Plan must use a downtown Muskogee location as the proposed site of the business. A list of suggested locations will be provided to those individuals whose LOI is approved, but an "entrepreneur's choice" will be allowed as long as the chosen site is located downtown.
- Contestants will be notified no later than February 20, 2012 if their LOI has been approved, inviting them to submit a Business Plan to the competition. An Entry Fee of \$20 must accompany the submission to be considered. Checks should be made payable to Downtown Muskogee, Inc.
- The Business Plan must include the following eight elements:

Executive Summary	Operations/Location
Company Overview	Management/Organizational Structure
Products or Services	Critical Risks and Strategies
Marketing Strategy	Financials
- The Business Plan must be typed on one side of white 8.5 x 11 standard paper; 12-point type; no more than 20 pages.
- Four copies of the Business Plan must be submitted to Downtown Muskogee, Inc. by March 30, 2012. The Business Plan copies may be submitted by mail to P.O. Box 2065, Muskogee, OK 74402 and must be postmarked no later than March 30, 2012; or may be hand delivered to 216 W. Okmulgee Ave. no later than 5:00 p.m. on March 30, 2012.
- Finalists in the written competition may be asked to make an oral presentation to a panel of judges.



Judging & Prizes

Judging

Entries will be judged based on the feasibility of the proposed business, quality of data, and strength of writing. Winners will be chosen on or around April 20, 2012 and notified by e-mail. Decisions of the judges are final and binding.

Prizes

The winner or winners of the Downtown Muskogee Business Plan Competition will receive a prize package to be determined by the Competition Sponsors. General excerpts from the winning Business Plan may be published by Downtown Muskogee, Inc. Trade secrets will not be divulged.

No prize transfer, assignment or substitution by the winner(s) will be permitted. If a prize (or part of the prize package) is not available or not suitable to the needs of the winning Business Plan, the Competition Sponsors reserve the right to offer an alternative prize of a similar monetary value unless to do so would be prohibitive.

Noncompliance to any of the Contest Rules or return of the prize notification as undeliverable may result in disqualification and selection of an alternate winner.