

LGBT Community Center Retail/Office Space Business Competition

Business Name:	
Applicant Name	

Evaluation Criteria	Score	Comments
Proposal (may be written, a pre-recorded video, PowerPoint, etc.) includes an understanding of the market for the business, plan for operations (hours, staffing, etc.), a clear purpose of the business, information about the business owner(s) and their background to demonstrate familiarity with the business, and an explanation of how the business will be profitable. (Up 20 Points)	/20	<p>For instruction on writing a business plan, please visit this resource from the City of Cleveland.</p> <p>If you want someone to help review your business plan, or if you feel stuck and need help figuring out where to start, please contact Amanda Cole at PLEXUS at acole@thinkplexus.org</p> <p>You can also reach out to a Small Business Development Center for a free consultation:</p> <ul style="list-style-type: none"> • CSU Small Business Development Center • Northeast Ohio Hispanic Business Center • Women's Business Center • Urban League of Greater Cleveland
Proposal provides strong financial statements and/or projections, including ability to generate profit and long-term financial sustainability. (Up to 20 points)	/20	<p>A simple income statement is available here. If you are an established business, you can provide your profit and loss statements or full financials. You should also provide projections. If you have a new business, please explain how you came up with the projections in your proposal.</p> <p>Some business owners make the mistake of calculating their expenses and then projecting revenues. We recommend starting by projecting your revenue first and calculating your expenses second for a more realistic understanding of your financial position.</p>
Financing is in place for the project. Proposal includes understanding of costs associated with starting, relocating, or expanding the business and applicant has provided proof of financial capability and/or a list of investors (Up to 10 points)	/10	<p>Most businesses have start-up costs or costs associated with expanding or moving. You can provide proof of financial capability by showing that you have funds set aside in an account, a letter of credit from a bank, a loan pre-approval, or a list of investors who have indicated a willingness to financially back your business.</p>
The proposal indicates that the business aligns with the mission of The LGBT Community Center, which	/10	

is "To enrich the lives of the diverse LGBTQ+ community through advocacy, support, education, and celebration" (Up to 20 points)		
The business is able to operate within the LGBT Community Center hours of operation. LGBT Community Center hours are variable, and the business can adapt to those variable hours. (Up to 10 points)	/10	Currently, the LGBT Community Center hours are from INSERT HERE . Ideally, a business will operate within those hours.
The business will draw individuals into the LGBT Community Center and enhance reputation of the LGBT Community Center (Up to 10 points)	/10	Non-profit businesses may receive additional points for enhancing the reputation of the LGBT Community Center.
The business complements existing businesses in the Gordon Square Arts District (Up to 5 points if complimentary, 0 points if this business will compete with existing businesses in the Gordon Square Arts District)	/5	
The business does not require significant build-out or customization of the space to succeed (Up 5 points if minimal build-out)	/5	
The business will serve a broad range income levels (Up to 5 points if providing goods and services catering to all income levels)	/5	
The business will not compete for parking (Up to 5 points if little competition)	/5	
Does the applicant identify as LGBTQ? (Add 10 points if yes, do not deduct if no)		
Total:	/100	