



SMALL BUSINESS GROWTH & EXPANSION FUND



The Beaumont Small Business Growth and Expansion Fund (General)

Executive Summary of Beaumont Small Business Growth and Expansion Fund

Beaumont Small Business Growth Fund is an initiative sponsored by the City of Beaumont and the Greater Beaumont Chamber of Commerce to foster the expansion of existing small businesses. The fund is for Beaumont businesses older than five years and is a catalyst to create new opportunities to drive Beaumont's economic growth and job creation.

Qualified applicants can apply to the Beaumont Small Business Growth Fund. The Beaumont Small Business Growth and Expansion Fund range is up to \$15,000. The Beaumont Small Business Growth Fund will undergo a rigorous due diligence process and be judged regarding its growth potential, job creation, market uniqueness, return on investment, sustainability, and profitability.

An applicant for the **Growth and Expansion Fund** may request funding to grow, expand, develop, or advance an existing business.

The Beaumont Small Business Growth Fund is a grant, not a loan, and it does not have to be repaid. Allocated funds will be distributed in a "third party" pay manner. The Beaumont Chamber of Commerce will process and pay for products and services on behalf of the applicant but not to the applicant. No reimbursements will be issued, with no exceptions.

Deadline for applications: Friday, April 12, 4:00 PM (CST)

Upload the finished application to Small Business Growth and Expansion Fund page at **bmtcoc.org**

FUNDING

The small business growth and expansion fund is available up to \$15,000 for established businesses in operation for five years or longer who want to grow and expand an existing business.

Along with the specific amount of funds requested, applicants must specify quantitative milestones that will be achieved with these funds and a completion timeframe.

The Greater Beaumont Chamber of Commerce, its administrator, and the panel of judges can negotiate goals, metrics, and milestones with the applicants.

Beaumont Small Business Growth and Expansion Fund

The Beaumont Small Business Growth and Expansion Fund is designed to assist existing Beaumont businesses (older than five years) to grow their existing Beaumont businesses and take their enterprises to the next level of growth and opportunity. The funds are designed to be a “tipping point” for new opportunities to expand and grow existing Beaumont businesses.

Growth and Expansion Fund Document Requirements:

- Secretary of State of Texas file number
- State of Texas Driver’s License Number
- Doing Business As (DBA) documentation
- Current and year-end financial statement
- Employer Identification or Social Security Number (if Sole Proprietorship)
- 2021 or 2022 tax return that has been filed depending on the structure of the business (Form 1065 for Partnership, Form 1120-S for an S-Corporation, 1120 for a C-Corporation, Form Schedule C for a Sole Proprietor/Single Member, LLC)

GENERAL INFORMATION for Beaumont Small Business Growth and Expansion Fund:

1. All executive summaries and business plans must be the original work of the entering individual or team.
2. For the Beaumont Small Business Growth and Expansion Fund, a team can comprise one leader and up to 3 members.
3. Applicants, including any persons named in the application form, may not submit or participate in multiple applications.
4. At least one team member must be a resident of the City of Beaumont.
5. Applications, executive summary, and business plan may not be sent by mail or facsimile. Instead, applications should be turned in through the online portal:
Small Business Growth and Expansion Fund landing page at: bmtcoc.org
The deadline is Friday, April 12, 4:00 PM
6. The Beaumont Small Business Growth and Expansion Fund judging panel, its administrator, the Beaumont Chamber of Commerce, and the City of Beaumont have the sole right to alter, amend, or supplement at any time and from time to time the rules, regulations, terms, and conditions regarding the Beaumont Small Business Growth Fund.
7. All decisions regarding the Beaumont Small Business Growth and Expansion Fund, including the selection of the winner, are at the sole discretion and judgment of the Beaumont Small Business Growth and Expansion Fund judges, whose decisions in each case are final and may not be appealed.
8. Each applicant shall release and hold harmless the City of Beaumont, the Greater Beaumont Chamber of Commerce, Beaumont Small Business Growth and Expansion Fund, its administrator, the panel of judges, participants, and all others associated with or

assisting with the Beaumont Small Business Growth and Expansion Fund from any matters regarding the Beaumont Small Business Growth and Expansion Fund.

9. Each team must authorize the Beaumont Chamber of Commerce to conduct a credit check report and background check of the team's leader and participating team members. The judges will not review the credit report and background check.
10. If there are no acceptable applicants, the Beaumont Small Business Growth and Expansion Fund judging panel, in its sole discretion, reserves the right to declare no winner and not to award any funds.
11. All businesses must be located in the City of Beaumont.
12. The following businesses are not considered eligible for the competition: tobacco production, hard liquor production, casinos or other gambling ventures, fur production, currency speculation, securities investment, speculative industries, adult entertainment-related industries, real estate syndications, tax shelters, licensing agreements, or other arrangements for distribution in a different geographical area, relocations, and multilevel marketing ventures. Also excluded from the competition are businesses operated by, owned by (partially or in whole), or managed by any member of the judging panel and any businesses operated by, owned by (partly or in whole), or controlled by any member of the Beaumont Chamber of Commerce staff, board or directors, and any relatives, such as family members and spouses, of such persons. In addition, the administrator and panel of judges may exclude other ventures at their discretion.
13. All businesses must have an established business (physical location) in the same location for longer than three years.
14. No home-based businesses are eligible to be applicants.
15. Multiple applications for the same address are not allowed.
16. All individual applicants must be 21 years or older.

Beaumont Small Business Growth and Expansion Fund may be used for the following:

- New equipment purchases
- Purchasing inventory, supplies, accounting and inventory software, furniture, fixtures, and new equipment
- Professional services including engineering, architectural, legal fees and contracts for growth, local permits or fees
- New Product Development or new product line
- Business Consulting (marketing, market analysis, product development, product testing). Business Consulting services must be approved by the Beaumont Chamber of Commerce
- Marketing material and advertising, including website development for new markets
- New online sales and development
- Expansion and construction costs of existing facilities for growth

The executive summary must be **limited to 5 pages** of typed text, double-spaced with a minimum of 12 font using Arial type and 1" margins on all sides, plus a cover page. The cover page is NOT included in the five pages. In addition, the appendix should not exceed a 2-page limit.

The Executive Summary Guidelines for the Beaumont Small Business Growth and Expansion Fund

The **Executive Summary** will be judged using the following criteria:

1. Company Overview **(Score: 10 points)**
Criteria:
 - Describe what you do and why you do it
 - Briefly mention the essential elements of your company and growth potential

2. The Problem **(Score: 15 points)**
Criteria:
 - Establish the need for your proposed growth/expansion
 - Justify the need; why should you attempt to grow

3. The Solution: Your Product/Service Growth Opportunity **(Score: 15 points)**
Criteria:
 - Describe the new growth/expansion product/service in plain language
 - Provide evidence that the product/service is needed in the market and can sustain growth
 - Identify unique features and benefits of the proposed growth opportunity.
 - Identify product/service growth liabilities and potential solutions

4. Market and Competitive Analysis **(Score: 15 points)**
Criteria:
 - Define the current size and growth potential of the targeted market and industry
 - Discuss market trends
 - Describe the competitive advantages of the growth of the product/service
 - Identify direct, indirect, and future competition for your product/services (types, not specific companies)
 - Types of businesses that compete with yours

5. Path to Market and Sales Strategy **(Score: 15 points)**
Criteria:
 - Describe the sales strategy growth
 - Describe the pricing strategy
 - Describe the marketing strategy for growth
 - Business Model

6. Management Strength **(Score: 10 points)**
Criteria:
 - Demonstrated management experience
 - Past business success
 - Demonstrated experience in the field
 - Educational/professional certification, etc.

7. Accolades, Creativity **(Score: 10 points)**

Criteria:

- Milestones achieved
- Investment highlight
- Growth potential for this market
- Presentation of idea

8. Funding requests, goals, and job creation **(Score: 10 points)**

Criteria:

- Amount of money requested
- Goals or milestones to be achieved
- Number of jobs to be generated
- Timeline to reach milestones

The Full Business Plan for the Beaumont Small Business Growth and Expansion Fund

If selected by the panel of judges to proceed to the next round, Beaumont Growth, and Expansion Fund applicants will then submit a complete 30-page business plan. The business plan must be **limited to 25 pages** of typed text, double-spaced with a minimum 12 font size using Arial type and 1” margins on all sides, plus a cover page. The cover page is NOT included in the 30 pages. No spiral or similarly bound (report covers, fastening folders, ring binders, paper clips, and staples) will be accepted. Images of the product or services are required and should be included in an appendix, not to exceed two pages.

The **Business Plan** will be judged using the following criteria:

1. Executive Summary **(Score: 10 points)**

Criteria:

- Abstract – Introduction, material and methods, results
- Problem Solution – Growth Situation, problem, solution, evaluation
- Clear, concise, and coherent plan for growth

2. Company Overview **(Score: 5 points)**

Criteria:

- Nature of business
- Business legal status
- New products or services offered
- Marketplace, which is aimed to grow
- New target customers
- Future outlook

3. Products or Services **(Score: 10 points)**

Criteria:

- The growth/expansion opportunity is relevant for the customer
- The growth opportunity has a value-added
- Potential growth for profits and sustainability

4. Competitor Analysis (Score: 10 points)

Criteria:

- Identify direct and indirect competitors
- Comparison between competitors
- Competitive position

5. Sales and Marketing Plan (Score: 10 points)

Criteria:

- Define target market (demographics, demand, purchase motivation)
- Pricing strategy
- Establish a budget
- Designate measurement criteria and objectives for growth
- Define marketing strategy to grow

6. Path to Market (Score: 5 points)

Criteria:

- Evaluate the distribution landscape
- Identify the most robust distribution channels
- Analyze potential partnerships

7. Management (Score: 10 points)

Criteria:

- Demonstrated management experience
- Past business success
- Demonstrated experience in the field
- Educational/professional certification, etc.

8. Risk Factors (Score: 5 points)

Criteria:

- Identify problems that might occur in the development or growth process
- Clarify industry, company, or employee risks
- Exit strategy (if planned)

9. Job Creation (Score: 10 points)

Criteria:

- Number of jobs to be created
- Wage level – the amount of salaries, benefits, etc.
- Skill level for new positions and any special education requirements

10. Viability (Score: 5 points)

Criteria:

- Funds for growth
- Timing and timeline for growth/expansion
- Continuing cash flow

- Market size growth
- Competitive landscape

11. Competitive Advantage

(Score: 10 points)

Criteria:

- New product or new service provided as value-added to market
- Trade secret or patent
- Uniqueness of idea

12. Financial Highlights

(Score: 10 points)

Criteria:

- Amount and justification of funds requested
- Accurate and complete historical financial statements
- Previous income statements and balance sheet (annual basis)
- Explain any abnormalities in your historical financial statements (if needed)

JUDGING CRITERIA AND PROCESS

The judging criteria are those of an investor how likely are the judges to invest capital into your business?

Selection round. Judges will review the executive summaries using the judging criteria individually. Then, as a group, the panel will vote on which executive summaries are more appealing for investment and decide which ones they want to continue to the next round.

Notification and preparation round. Judges will select projects for the presentation round. The participants will be notified as to whether they were selected or not. Selected participants will be given proper time to prepare their business plans and for the presentation.

Presentation round. Judges will review the written business plans of each finalist using the business plan judging criteria. Judges will listen to and evaluate each oral presentation and record an assessment of each presentation.

The quantitative assessment provided by the business plan judging criteria only guides the judges in ranking the teams. Then, they will vote to select winners based on where judges would invest money. Judges' decisions are final and not subject to negotiation or appeal.

CONTACT INFORMATION

For more information about the Beaumont Small Business Growth Fund or its rules, please get in touch with the administrator listed below:

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