

# APPLICATION PROCESS

## 1 PHASE ONE

**OCTOBER 8 - NOVEMBER 22**

To begin the application process, send us a quick (less than 5 minute) video to introduce yourself and your business. We don't need anything fancy - just enthusiasm and a description of how your business could benefit from joining the Downtown Hamilton BIA. Email your video to [info@downtownhamilton.org](mailto:info@downtownhamilton.org) along with a signed copy of the Contest Rules and Regulations as well as the Win This Space Waiver by November 22nd at 4:00pm.

## 2 PHASE TWO

**NOVEMBER 22 - NOVEMBER 29**

The judges will review all application videos and will select 10 finalists by November 29th. On December 4th we will be hosting a small meet and greet with those 10 finalists. Hope to see you there!

### MEET THE JUDGES

**Judy Lam**

Manager Urban | Renewal Section City of Hamilton

**Keanin Loomis**

President & CEO | Hamilton Chamber of Commerce

**Mark Furukawa**

Owner | Dr. Disk

**Matt Kershaw**

Partner | The Other Bird

**Louis Grilli**

Vice President & General Counsel | First Ontario  
Credit Union

## 3 PHASE THREE

**JANUARY 6 - FEBRUARY 6**

Between the dates of January 6th - 24th we ask our 10 finalists to participate in a class at the Hamilton Business Center to make ensure our finalist will find success in Downtown Hamilton. By the end of this phase (February 6th, 11:59 pm) finalists are to submit a Business Plan with an Executive Summary for the Judges' review.

# 4 PHASE FOUR

## **FEBRUARY 7 - FEBRUARY 25**

From February 7th - 14th our judges will review all submitted business plans thoroughly and assign each a score. On February 25th each finalist will have a chance to present their business plan to the judging committee. Each contestant will be judged on their business acumen as well as the specifics of their business plan (marketing, display, etc.) Contestants should be prepared to answer questions from the committee regarding the necessary financial planning and their business plan.

# 5 PHASE FIVE

## **FEBRUARY 26 - MARCH 10**

The application process is officially over! Judges will now take time to assess all the applicants to assign a final score. The final four will be selected and announced. The final four will then select an office space from available inventory. Finally, the Grand Prize Winner will be selected and announced at our Grand Finale event on March 10th.

### **NOTE**

Please thoroughly review all Official Contest Rules and Regulations. If you have any questions or need any clarification please contact the Downtown Hamilton BIA at [info@downtownhamilton.org](mailto:info@downtownhamilton.org) or 905 526 1646