



PRESENTS

Win Free Rent*

(*up to \$2,500 per month)

OFFICIAL CONTEST RULES AND REGULATIONS

By participating in the Downtown Hamilton Business Improvement Area's "Win Free Rent" competition (the "Competition"), each Contestant agrees to these Contest Rules and to accept all decisions of the Committee. Any breach of the Contest Rules will disqualify a Contestant from the Competition. The Win This Space Competition Official Rules and Regulations are subject to change and update without prior notice.

Eligibility

The Competition is open to all legal residents of Canada who are 19 years of age or older and ordinarily residing in the province of Ontario at the time of submitting an entry to the Competition (Hereafter referred to as the "Contestants"). No purchase necessary.

The Contestants may be a sole proprietorship, corporation or partnership. However, no franchises or individuals looking to purchase/take-over an existing business will be considered. In the case of a partnership, only one representative needs to apply to the Competition. Current members of the Downtown Hamilton Business Improvement Area (the "DHBIA"), including any current tenants within its catchment area, are ineligible to participate in the competition. The Adjudicating Committee (the "Committee") will have sole and absolute discretion in determining whether or not a Contestant is eligible for this competition and such determinations shall be final.

Candidates must be willing to commit to signing a minimum one-year lease from one of the participating spaces, which are available for lease at the end of the competition. If none of these spaces are suitable for the winning business, another location may be sourced from within the DHBIA boundaries, subject to availability and the Committee's sole and absolute discretion on whether the proposed space is an acceptable substitute.

Candidates must have submitted an entry into the Competition by the deadline date as described on the DHBIA website to have their business considered as part of the Competition.

All Candidates must submit a business plan based on the requirements and timelines set out on the DHBIA's website.

General Rules

In-kind prizes (including gift certificates) are not transferable and may not be redeemed for cash. Prizes may be substituted by the DHBIA for a prize of equal value in its sole discretion. In-kind prizes may have an expiry date and prize winners shall not request extensions or substitutions and

any such requests will be denied.

The Committee will review all completed and submitted business plans, and other supporting documents submitted by the Contestants. Printed and digital business plan proposals submitted for consideration to the competition will not be returned. Revisions, additions and/or substitutions to submitted business plans will not be accepted – Contestants are encouraged to “put their best foot forward” when submitting their final business plan.

All decisions, judgments, and selections of the committee are at the sole and absolute discretion of the Committee and are final with no right of appeal. Individual feedback and scoring from Committee members will not be provided to Contestants, however the Committee may provide aggregate feedback to Contestants if requested.

The DHBIA and its partners reserve the right to use all participants’ names, likenesses, pictures, portraits, voice, biographical information, written submissions, and written or oral statements, for advertising and promotional purposes without additional compensation to participants unless required by law.

Each Contestant advancing to the final phase of the competition may be asked to submit proof of their financial status and agree to having a background/reference check and/or a credit check if required.

All Contestants must identify any potential conflicts of interest with the DHBIA when submitting their application, including any material relationship (personal or professional) with an existing member of the DHBIA. By discussing a potential conflict, the DHBIA can clarify with the applicant whether it could be an issue. The Committee will be notified of such potential conflicts of interests by the DHBIA.

Application and Selection Process

The Committee will review all complete applications and videos and will select the top 10 businesses (the “Top 10”) to advance to the next phase of the competition. The Committee may, in its sole discretion, select less than 10 Contestants to advance to subsequent rounds of the Competition, and whichever Contestants are selected shall constitute the Top 10 for the purposes of these Rules.

The DHBIA and its partners may provide ongoing site selection and business development support to all Contestants wishing to relocate their business to the DHBIA levy area, based on Contestant eligibility and available resources. Contestants are encouraged to discuss any questions about the benefits of relocation with the DHBIA.

The Top 10 can obtain further assistance with their business plan submission from other business assistance services during the competition, if they choose. Any/all additional services utilized will be at the candidate’s own expense and not reimbursed by the DHBIA. However, mentoring will be provided at no expense to the Contestants by the Hamilton Business Centre in accordance with their eligibility guidelines and program requirements.

The Top 10 must submit their finalized business plans and supporting documents to the DHBIA by a deadline set out at Appendix A.

The Top 10 will be expected to present their respective business plans to the Committee and be asked to demonstrate via a business plan presentation on how the business will be displayed, marketed, etc. During this appearance, the finalists must be prepared to answer questions from the Committee and demonstrate product and business acumen as well as discuss financial planning for

the purpose of sustaining a minimum one---year commitment to lease.

The Winner will be announced at the Finale Event.

The DHBIA may abridge the timelines and requirements of the Competition based on participation levels or other material factors which affect the viability of the Competition.

In the event the Winner cannot make suitable leasing arrangements to set up their business within the timeline provided in Appendix A, the Winner will be disqualified from the Competition and the prize may be awarded to an alternate winner as selected by the Committee to fulfill the role of the Winner.

The Winner will be provided with a list of possible locations within the Downtown Hamilton BIA boundaries and the Winner must then negotiate with the property owner(s) and construct a working lease agreement no later than the timeline as described in the Appendix A. If the Winner does not achieve a grand opening on or before the timeline as described in the Appendix A, the grand prize is forfeited and will be awarded/offered to a runner-up by the Committee.

By accepting the grand prize package, the Winner releases and discharges the DHBIA and its partners, participating sponsors, information providers, content providers, advertisers, advertising agencies, promotional and marketing agencies, and any other legal entity involved with or otherwise providing services related to this competition and all their respective employees, officers, directors, representatives and agents from any liability or damage due in whole or in part to the award, acceptance, possession, use or misuse of the grand prize or from participation in this competition.

Information regarding the Winner will be posted on the Downtown Hamilton BIA website and will be released to the public through media alerts and other written, printed, digital and oral venues.

Grand Prize

One Contestant will be selected as the winner of the Competition (the "Winner") to receive the grand prize of one years' rent contributions towards the leasing of eligible office premises located within the DHBIA levy area (the "Eligible Premises"), up to the threshold set out in these Rules.

The DHBIA may provide a pre-approved list of Eligible Premises, along with a brief summary of the costs and features of such premises. The DHBIA receives this information from landlords and property managers and does not warranty the accuracy of such information. The Eligible Premises on the pre-approved list have not been reserved for the Competition and may not be available for the Winner at the end of the Competition.

The Winner may propose Eligible Premises which are not on the DHBIA's pre-approved list and the Committee may, in its sole discretion, approve the Eligible Premises proposed by the Winner.

If selected as the Winner the Contestant agrees to accept the prize award from the DHBIA and its partners, and to enter into a lease for the Eligible Premises for a term of at least one year. The final lease agreement (the "Lease") will be negotiated directly between the landlord/property agent for the Eligible Premises and the Winner. The DHBIA and its partners will not participate in such negotiations, and professional fees incurred by the Winner (if any) will be at the Winner's sole expense.

The DHBIA will pay up to \$2,500 per month directly to the landlord of the Eligible Premises (the "Prize Payments"), which shall be applied firstly to base rent, and secondly to additional rent (excluding any expense for capital or structural repairs or upgrades). The Winner is responsible for

paying any amount of base rent, additional rent, or additional expense in respect of the Eligible Premises in excess of the Prize Payment. No amount of the Prize Payments may be allocated to leasehold improvements, capital or structural repairs or upgrades, moving costs, chattels or fixtures, pre-paid rent, last month's rent deposit, or any amount in respect of a default in the Winner's obligations under the Lease. Surplus Competition funds, if any, shall not be paid to the Winner.

The Winner may be asked to provide a viable budget detailing their ability to generate any income needed to cover expenses above and beyond the Prize Payment supplied by the DHBIA. Neither the DHBIA nor its partners will guarantee the obligations of the Winner under the Lease and will not be liable for any default of any party under the Lease.

The DHBIA will not pay any amount in respect of an adjustment of additional rent assessed by the landlord of the Eligible Premises. For greater clarity, the Prize Payment may only be applied to additional rent obligations imposed by the landlord in the month that the Prize Payment is issued by the DHBIA and may not be used for a retroactive adjustment in respect of prior monthly periods.

If the Lease is terminated by any party for any reason, or if the Winner closes their business or vacates the Eligible Premises prior to the end of the first year of the Lease term, the DHBIA will terminate all Prize Payments and may re-allocate any residual Competition funds to a runner-up. The Winner shall be solely responsible for all obligations under the Lease, including the payment of base and additional rent, if Prize Payments are terminated in accordance with this provision. The DHBIA shall not be liable for any claim or injury arising from the Winner's default in its obligations under the Lease.

The DHBIA may, in its sole discretion, require the Winner and the landlord of the Eligible Premises to execute a release in favour of the DHBIA as a condition of the release of any Prize Payments.

Winner's Obligation

The Winner will be obligated to;

- Execute a minimum one-year lease for an office space, within the DHBIA boundary;
- Ensure his/her business is eligible to open in DHBIA boundary (including complying with applicable zoning rules, by-laws, etc.);
- Occupy the Eligible Premises and operate the Contestant's business from those premises no later than the date as described in Appendix A; and
- Comply with the terms of the Lease and these rules.

The Winner may not assign the Lease or sublet any part of the leased space during the first year unless outlined in the business plan submitted and approved in advance by the Committee in writing at the Committee's sole and absolute discretion.

The Winner shall indemnify the DHBIA and its partners, agents, employees and affiliates from all claims arising from its participation in the Competition and/or its leasing of the Eligible Premises, including reasonable legal fees and disbursements on a substantial indemnity basis.

I, _____ (Contestant of Win Free Rent* competition) have read the above, and confirm that I meet the eligibility requirements of the Win Free Rent* competition and will abide by the Official Rules and Regulations and winner's obligations as set forth herein.

Date

Contestant Signature

Witness

Date

Appendix A: 2020 – 2022 Win Free Rent* Important Dates

****Deadlines may be subject to change. All changes to these deadlines will be communicated to Contestants by email, and changes will be posted on the Competition website****

March 10, 2020 Official Launch (Application Submission Starts)

August 10, 2021 Application Deadline

September 8, 2021 Top 10 Selection (Private Event)

September 15, 2021 Top 10 Finalists Orientation

October 1 - October 31, 2021 Workshops at Hamilton Business Centre

November 10, 2021 Business Plan with Executive Summary Due Date

November 11 - November 18, 2021 Judges Review & Score Top 10 Business Plans

November 25, 2021 Interview with Judges

December 3, 2021 Final Scoring Completed

December 10, 2021 Finale Event (Winner Announcement)

Early 2022 Location Selection

*The Winner must choose one of the participating locations by this date and notify the DHBIA.

Appendix B: Selection Criteria (Video Pitch/Top 10 Selection) (35% of Final Score)



Win Free Rent Video Pitch Judging Criteria

Business: _____

Judge: _____

CRITERIA	DESCRIPTION	1	2	3	4	5	Final Score
Composition Max 10 points	Effort in creating the video (used props, audio & video effects and other tools)						
	Video presentation (composition & content)						
Communication Max 25 points	Delivered clear speech						
	Organized delivery						
	Supported key points with sufficient detail						
	Created an engaging pitch presentation						
	Demonstrated enthusiasm/passion for the business						
Viability of the Business Max 20 points	Presented understanding of the market demographics						
	Presented understanding of the competitive advantages						
	Is this a suitable business for a downtown office?						
	Is there a credible and sustainable business model ?						

Note:

Appendix C: Selection Criteria (Business Plan) (45% of Final Score)



Win Free Rent Business Plan Judging Criteria

Business: _____

Judge: _____

CRITERIA	DESCRIPTION	1	2	3	4	5	Final Score
Executive Summary Max 25 points	Summarized compelling service offering						
	Summarized compelling opportunities						
	Summarized competition and competitive advantages						
	Summarized compelling financial viability of the business						
	Summarized future action plans for the business						
Business Description & Customer Segments Max 20 points	Detailed description of the business model						
	Identified relevant trends						
	Provided information on potential industry growth						
	Provided demographic information						
Product/Service Max 10 points	Described product/service						
	Described key benefits of offering to customer						
Problems & Solutions Max 15 points	Identified compelling problems/opportunities						
	Details how the business will provide solutions to problems						
	Linked benefits to the solution						
Unique Value Proposition Max 5 points	Provided clear and compelling details of unique value proposition(s)						
Marketing Max 5 points	Clearly defined branding and marketing strategy						
Competitive Advantage Max 10 Points	Understands the business' SWOT to create clear competitive advantages						
	Clearly differentiated from competitors						
Cost Structure Max 5 Points	Clearly laid out the fixed and variable costs of the business						
Revenue Streams Max 10 Points	Demonstrated viability of the business through revenue streams						
	Summarized key financials						
Key Metrics & Action Plan Max 10 Points	Described the key metrics of the business						
	Presented a well thought out action plan to meet key metrics						
Win This Space Max 15 Points	Will this business survive in the downtown						
	Will this business enhance the downtown						
	Impact of relocation distance						

Appendix D: Selection Criteria (Interview) (20% of Final Score)



Win Free Rent Interview Judging Criteria

Business: _____

Judge: _____

CRITERIA	DESCRIPTION	1	2	3	4	5	Total Score
Personality Max 15 points	Presented the passion and enthusiasm about the business						
	Represented the brand of the business well						
	Provided compelling business objectives and mission						
Ready to Occupy Max 15 points	Presented confidence to take on the responsibilities to relocate						
	Demonstrated understanding of the various challenges such as liabilities and time commitment						
	Knowledge and understanding of other resources for growth in Downtown Hamilton						
Viability of the Business Max 20 points	Ability to grow and thrive						
	Provided details about clearly defined market						
	Demonstrated deep knowledge of trends and industry						
	Presented sustainable and viable business model						
Note:		Total Score:					