



Downtown Trenton Business Association
6 Dundas Street West, Trenton, Ontario, K8V 3P1
Tel: 613-394-4318 Fax: 613-394-4928
Email dbia@downtowntrenton.ca

Win This Space

Unleash your Inner Entrepreneur

Have you always thought of starting your own business? Are you already a business owner, but have a great idea for a new business? Do you have a unique business idea and you need a push to get going? We may have the opportunity you've been looking for. Downtown Trenton Businesses Improvement Area wants to inspire you to become an entrepreneur in the Downtown Trenton Business improvement Area! This is an opportunity that could:

- Help open the door to your new business,
- Provide you with business support, and
- Provide you with financial support

Eligibility

The deadline for entering the competition is: August 31, 2022 at 4pm.

The Win This Space contest is open to all legal residents of Canada, who are 19 years of age or older and residing in the province of Ontario at the time of submitting an entry to the competition.

Candidates must be willing to commit to signing a minimum two-year lease form of the participating spaces, which are available for lease at the end of the competition.

The proposed business may be independently owned or a partnership. In the case of a partnership, only one representative will need to apply.

Franchises or individuals looking to purchase / take over existing businesses will not be considered.

Please see rules and regulations for more details.

What's your Big Idea?

To get started, you just need a great idea for a business in the Downtown Trenton Business Improvement Area. We are currently accepting ideas. You just need to tell us a bit about yourself, your business idea in 250 words or less, and how your business would contribute to the downtown Trenton Business Improvement Area.

Email us, at dbia@downtowntrenton.ca – in your email, we want to know:

Your name

Your phone number and e-mail

250 words on your business idea – and how you would contribute to downtown Trenton

A 1–3-minute video on you and your idea

The Prize

1. A one-year lease (up to \$12,000 – not including utilities or leasehold improvements), paid out as 12 monthly cheques paid directly to the lessor for the first year.
2. A one-year Quinte West Chamber of Commerce membership.
3. The Trentonian agrees to offer the winner of the DBIA Win This Space contest at no cost: Two full color, quarter page print ads and one 400 -word business profile and photo in the Trentonian

Advertising space cannot be combined into one half page and must publish in two of the three scheduled dates

4. City of Quinte West - Signage Grant

A grant of 50% (up to a maximum of \$1,000.00) will be available towards the cost of installing a new sign that complies with the Façade Improvement Study and Design Guidelines, including sign lighting. Some conditions apply.

5. Logo design or refresh and custom social media advertising production (up to \$500 value)

Selected Candidates & Finalists

Our Panel of Judges will select up to ten of the top businesses' ideas submitted as Finalists.

If the Panel chooses you, you will be asked to develop your business idea and submit

- A business plan
- A financial plan
- A marketing plan

From this, the Panel of judges will then select the Final 5 who will then be required to develop a 3–5-minute pitch to deliver to the Panel.

Will You Win This Space?

The “Final 5” will be invited to pitch their business idea to a Panel of Judges. There you will have a chance to share your idea, in a 3–5-minute live pitch. Our Panel of Judges will then announce the winner of Win this Space. See our FAQ and our Rules & Regulations for more information.



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Entry Form

ABOUT 'WIN THIS SPACE'

The Downtown Trenton Business Improvement Area's 'Win This Space' is an innovative business recruitment initiative, designed to encourage entrepreneurial activity in the downtown Trenton Business Improvement Area. The 'Win This Space' competition offers an opportunity for new and aspiring entrepreneurs to put their business ideas into action and make their dreams a reality. This is an initiative of the Downtown Trenton Business Improvement Area in partnership with the City of Quinte West Economic Development, The Quinte West Chamber of Commerce, the Trentonian and Digital Divinci.

This is how it works:

- Send us your business pitch (including a 250-word outline and a 1–3-minute video) starting June 1, 2022 and before August 31, 2022 at 4pm
- Your idea could be selected as one of the (up to) 10 Finalists (Sept 8, 2022)
- Top 5 Finalists will be announced on Sept 14, 2022
- Top Entrepreneur will be selected on Sept 29, 2022
- The successful finalist wins a storefront in the downtown Trenton Business Improvement Area for 12 months (up to \$12,000 – not including utilities or leasehold improvements for the first year of the lease.), plus additional prizes

You can apply to “Win this Space “if you:

- Are 19 years of age or older ... and ... Are legally living in the Province of Ontario
- Have a business as a sole proprietorship or in partnership – no franchises will be considered
- Are willing to commit to signing a minimum 2-year lease from one of the participating locations.
-

NAME: _____

ADDRESS: _____

PHONE: _____

EMAIL: _____

Business Idea: (250 words or less) ... Entries are subject to eligibility requirements, as outlined in the Contest Rules and must include a 1 -3 minute video explaining:

- Who you are?
- What your business/product/service is
- What makes it unique
- Why you should win this competition ... Show us your personality and enthusiasm



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Rules and Regulations

AGREEMENT BETWEEN THE TRENTON BUSINESS IMPROVEMNET AREA & THE GRAND PRIZE WINNER OF THE 'WIN THIS SPACE' CONTEST'

ELIGIBILITY

The contest is open to all legal residents of CANADA, who are 19 years of age or older and residing in the Province of ONTARIO at the time of submitting an entry to the "WIN THIS SPACE" competition.

No purchase is necessary

The chances of winning depend on the number of applications.

The proposed business can be independently owned (sole proprietorship) or a partnership. In the case of a partnership, only one representative need apply to the Win This Space competition. No franchises or individuals looking to purchase/take over an existing business will be considered. If the candidate is a current local business owner, the application must be:

- 1) unrelated to your existing business, or
- 2) introduce a new element not promoted at your existing business, or
- 3) expand upon an element that would be removed from your existing business, or
- 4) your current location is not located in the downtown Trenton Business Improvement Area

Candidates must submit an entry into the competition on or before the closing date of June August 31, 2022 – 4:00 p.m. to have their idea considered as part of the competition.

Candidates must be willing to commit to signing a minimum two-year lease (Please see available properties on our website) which are available for lease at the end of the competition.

OFFICIAL RULES AND REGULATIONS

The objectives of the “WIN THIS SPACE” competition is to:

Attract innovative, viable businesses to the Downtown Trenton area.

Reduce vacancies in the DBIA.

These objectives will work to strengthen economic development in the DBIA.

By participating in the competition, each applicant agrees to these “WIN THIS SPACE” Rules & Regulations, and to all decisions of the Panel of Judges, which are final and binding.

Prizes are not transferable and may not be redeemed for cash. Prizes may have an expiry date and prize winners shall not be allowed extensions or substitutions.

The “WIN THIS SPACE” Rules & Regulations are subject to change and updates, which will be posted on the Downtown Trenton website.

... www.downtowntrenton.ca

The Panel of Judges will review all completed business entries, business plans, and other supporting documents submitted by the candidates. All materials submitted for consideration to the competition shall not be returned.

By submitting an application and entering the competition, each applicant advancing to the final phase of the competition authorizes The Downtown Trenton Business Improvement Area to conduct a credit check and background/reference check as deemed necessary.

The Downtown Trenton Business Improvement Area reserves 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.

Decisions, judgments, and selections of the Panel of Judges are at the discretion of the Panel of Judges and are final.

All Applicants are asked to identify any potential conflicts of interest with the Downtown Trenton Business Improvement Area when submitting their application. By discussing a potential conflict, the Win This Space organizers can clarify with the applicant whether it could be an issue.

Permitted Uses

Potential businesses must conform to any zoning/by-law requirements as outlined by the City of Quinte West.

Application and Selection Process

The "WIN THIS SPACE" competition will take place in two phases. Phase one is the application process by submission of a business concept. All applications submitted on or before the closing date August 31, 2022 will be considered by the Panel of Judges.

The Panel of Judges may choose up to 10 applicants as Finalists (the "Finalists") for Phase Two.

All applicants will be informed of their status in the competition, either as Finalists, or their removal from the competition.

Finalists must refine their business concepts and submit a business plan, financial plan, and marketing plan to the Trenton Downtown Business Improvement Area.

Finalists must show a viable budget detailing the ability to generate any remaining income, which the lease payment of the selected space will require, over and above the Grand Prize for the second year.

At this point, the Judges Panel will select the 'Final 5' who must then prepare a 3-to-5-minute presentation, to be presented live to the Panel of Judges, over zoom on Sept 14, 2022. The Finalists will be asked to explain their business concept, and should expect to answer questions from the Panel of Judges.

The Downtown Trenton Business Improvement Area is looking for strong business concepts, planning documents, and live presentations. To that end, Finalists are encouraged to take advantage of free small business resources at the Small Business Development Centre. Details about the Small Business Development Centre can be found at www.smallbusinessctr.com

The Panel of Judges will use all documentation and live presentations to select one (1) business concept as the Grand Prize Winner. Runners Up will be selected in the event that the Grand Prize Winner cannot be awarded the prize. The WINNING entry will be awarded the GRAND PRIZE, 12 months (up to \$12,000 – not including utilities or leasehold improvements) for the first year of the lease paid out as 12 monthly payment plus additional prizes

The prize amount is to be specifically utilized towards the first year's lease of one of the available commercial spaces in Downtown Trenton. Any amount in excess of the noted prize will be borne by the tenant, in this case known as the Grand Prize Winner.

Available Properties

Throughout the competition, the Trenton Downtown Business Improvement Area will actively seek available commercial properties within the district that can be found on our available properties section of the DBIA website. The Grand Prize

Winner agrees to select an available commercial property located in the downtown Trenton Business Improvement Area.

Properties must be located within Downtown Trenton Business Improvement Area, and must be available for lease.

Unsuccessful Candidates

The Trenton Downtown Business Improvement Area strives to provide support to any viable business entering the competition, whether or not that business wins the “WIN THIS SPACE” competition, and may provide assistance in further business planning, networking or about available commercial property in the Downtown Trenton Business Improvement Area.

Grand Prize Winner

In addition to prizes, the Grand Prize is a prize of 12 months (up to \$12,000 – not including utilities or leasehold improvements) for the first year of the lease, plus, A one-year Quinte West Chamber of Commerce membership.

The Trentonian agrees to offer the winner of the DBIA Win This Space contest at no cost: Two full color, quarter page print ads and one 400 -word business profile and photo in the Trentonian Advertising space cannot be combined into one half page and must publish in two of the three scheduled dates

City of Quinte West - Signage Grant

A grant of 50% (up to a maximum of \$1,000.00) will be available towards the cost of installing a new sign that complies with the Façade Improvement Study and Design Guidelines, including sign lighting. Some conditions apply.

Digital Divinci: Logo design or refresh and custom social media advertising production (up to \$500 value)

Upon being chosen as the Grand Prize Winner, the Winner agrees to select an available vacant commercial property within the DBIA Area (Please see list of available properties on our Web Page.)

It is understood and agreed that the Grand Prize is conditional on the Winner undergoing a bona fide Landlord's statement tenant approval process and negotiating/obtaining a fully executed lease agreement, no later than 60 days within winning "WIN THIS SPACE" (subject to change).

The lease agreement and term will be agreed upon by the landlord/property agent and the candidate, and not involve the Trenton Downtown Business Improvement Area or the Panel of Judges.

If selected as the Grand Prize Winner, the candidate agrees to accept the prize award from the Trenton Downtown Business Improvement Area and its partners, but the Trenton Downtown Business Improvement Area will make the lease payments directly to the landlord for the first year of the two year lease. The Grand Prize Winner will not receive the money directly.

Should the situation arise, the Grand Prize Winner's business must show a viable budget detailing their ability to generate any remaining income needed to cover expenses above and beyond the first year lease payments supplied by Win This Space.

In the event a Grand Prize Winner cannot make suitable leasing arrangements to set up their business within two months of winning the Grand Prize, the prize will be awarded to an alternate winner as selected by the Judging Panel to fulfill the role of the winner.

If the Grand Prize Winner closes the business prior to the first year, all remaining payments towards the monthly lease amount will stop along with any remaining in-kind prizes from its partners and the remaining prize amount will be offered to one of the competition's runners up.

If the Grand Prize Winner does not execute a lease agreement within 60 days of winning "WIN THIS SPACE", (subject to change) the Grand Prize is forfeited.

The Grand Prize can be awarded to the first Runner Up and so on, as selected by the Panel of Judges to fulfill the role of the Winner.

Prizes are not transferable and may not be redeemed for cash. The Grand Prize Winner may not request substitutions.

Information regarding the Grand Prize Winner will be posted on the Downtown Trenton Business Improvement Area website www.downtowntrenton.ca and will be released to the public through media alerts and other written and oral venues.

Winner's Obligation

The Grand Prize Winner will be obligated to:

Operate during normal business hours / customary business hours (40 hrs) for the term of the one year lease

Execute a minimum two-year lease for a participating commercial property, within the downtown Trenton Business Improvement Area.

Open to the general public no later than 60 days of signing the lease (subject to change); and, Operate during all normal/customary business hours for the term of the two year lease.

The Grand Prize Winner cannot utilize the Grand Prize for any expense other than the lease of the space.

The Grand Prize Winner may not sublet any part of the leased space during the first year unless outlined in the business plan submitted and approved by the Panel of Judges on the winning entry.

Should the monthly lease amount negotiated between the Grand Prize Winner and property owner/manager fall into more than 2 months arrears, the Grand Prize Winner will forfeit the balance of the Grand Prize outstanding from the Downtown Trenton Business Improvement Area.

General Provisions

By accepting a prize, the winner agrees:

to release the Downtown Trenton Business Improvement Area, any related companies and their respective officers, directors, employees and agents, including but not limited to their advertising and promotional agencies and the independent contest organizations from any and all liability, loss or damage incurred with respect to the awarding, receipt, possession, and/or use or misuse of applicable Prize and with respect to his/her/its participation in the Contest; all causes of action arising out of or connected with this Contest, or any prize awarded, shall be resolved individually, without resort to any form of class action; and any and all claims, judgments, and award shall be limited to actual out of pocket costs incurred, excluding attorneys' fees and court costs.



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FAQ

Who is eligible to participate in Win this Space?

The competition is open to all legal residents of Canada, 19 years of age or older at the time of submitting a business idea for the Win this Space competition. The applicant must be living in the Province of Ontario.

Is the competition only open to the City of Quinte West residents?

No. Win this Space is open to anyone living in Ontario, is a legal resident of Canada, and who wishes to set up a business in Downtown Trenton Business improvement Area.

Where is the BIA?

<https://downtowntrenton.ca/>

What kinds of business ideas are eligible to Win this Space?

You can submit business ideas which would be independently owned (sole proprietorship) or partnership.

Franchises are not being considered for the competition.

Potential businesses must conform to any zoning/By-Laws as required by the City of Quinte West

For additional information, please read our Win This Space Rules & Regulations.

If I already own a business, can I still enter Win this Space?

*Absolutely! If you have solid multi-tasking skills then submit your idea.

*If you are a current business owner, the business idea must be either 1) unrelated to your existing business, or 2) introduce a new element not promoted at your existing business, or 3) expand upon an element that would be removed from your existing business 4) your current location is not in Downtown Trenton

Do I need to work in the business on a daily basis?

No. You are not necessarily expected to work in the winning space/business on a daily basis. If you are selected as a Finalist, your business plan and financial plan must reflect appropriate salaries and related expenses for staff.

Can I submit more than one idea?

*Certainly, go right ahead! If you have a few ideas that you feel are viable businesses for Downtown Trenton, then submit them.

*Please note that only one of your ideas can be selected to participate in business workshops, since candidates will be required to focus time and energy on the developing your business concept. For example, each selected candidate will be creating a business plan, a marketing strategy, and delving into financial details.

How are finalists and the winner selected?

Our panel of judges will review every Win this Space entry and choose up to ten (10) Finalists. These Finalists must then develop and refine their business concept by creating a business plan, a marketing strategy, and a financial plan. Participants will then be narrowed down to the 'Final Five' ... who will be required to craft a 3–5-minute presentation, to be presented live to our Panel of Judges.

Based on business documents and live presentation, our Panel of Judges will choose one winner and runners up. For additional information, please read our Win This Space Rules & Regulations.

Can the Judges' decisions be reconsidered?

No. Our Panel of Judges' selections, judgements and decisions will be final and binding.

Who will see my Win this Space entry and any other submissions?

You're Win this Space idea entry and any other submissions (i.e. Business Plan, Marketing Strategy, and Financial Plan) may be seen by the following: the Trenton Downtown Business Improvement Area Board of Management, the City of Quinte West Economic Development Coordinator, The Quinte West Chamber of Commerce Manager, a Post Media Employee (Trentonian) and the Win this Space panel of Judges.

Yay – I won! What do I have to do?

The winner of Win this Space must commit to signing a minimum 2-year lease from one of the participating lease spaces, which are available at the end of the competition.

A lease agreement needs to be in place before the winner receives any prize winnings. For additional information, please read our Win This Space Rules & Regulations.

When would I be required to sign a lease?

The Winner would need to have a lease agreement for one of the available spaces within 60 days of winning the competition. The lease agreement and term will be agreed upon by the landlord/property agent and the winner, and not involve the Trenton Downtown Business improvement Area, the City of Quinte West, The Quinte west Chamber of Commerce, Post Media (The Trentonian), Digital Divinci, or the Panel of Judges.

What if I win but cannot obtain a lease?

If the winner cannot enter into a lease agreement within 60 days of winning, the prize is forfeited. The first runner up will be contacted, and start a 60-day window to sign a lease agreement.

For additional information, please read our Win This Space Rules & Regulations.

If I win, can I ask for a different prize of equal value?

Sorry – no. The prize is not transferable and may not be redeemed for cash.

Other questions about Win this Space?

Please contact Lisa Kuypers Schroedter at the Trenton Downtown Business improvement Area office at 613 – 394 – 4318 or dbia@downtowntrenton.ca

Win This Space Contest Rules and Regulations are subject to change.



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Landlords

Are you a landlord with an available "FOR LEASE" space in Downtown Trenton?

Submit your contact information and submit your space to participate in "WIN THIS SPACE" via reply email.

Your space can become part of the "WIN THIS SPACE" competition at NO COST! Once the competition WINNER is announced on Sept 29, 2022, the WINNER will then be selecting a new home for their business from one of the participating spaces "for lease" in WIN THIS SPACE.

To help the NEW business hit the ground running, the Trenton Downtown Business Improvement Area will be awarding the winner \$12,000 (\$1,000/month) towards their 1st year's lease of a space in the Downtown Trenton Area, and if they select your space, they will arrive to meet with you holding a Business Model Canvas in hand, which they will have created during their "WIN THIS SPACE".

The goal of "WIN THIS SPACE" is to inspire Entrepreneurs to start a business in the Trenton Downtown Business Improvement Area.

"WIN THIS SPACE" is not just about filling empty retail spaces. It's about people inspiring other people! It's about helping to fulfill someone's dream of becoming the next entrepreneur in Downtown Trenton.

The goal of WIN THIS SPACE is to inspire Entrepreneurs to start a business in Downtown Trenton.

Please fill out the below form if you would like to submit your space for consideration. Submit it to dbia@downtowntrenton.ca

Name: _____

Email: _____

Phone #: _____

Square Footage: _____

Monthly Rent: _____

Location: _____

Style: _____

Basement Type: _____

Cooling: _____

Heating Type: _____

Heating Fuel: _____

Water: _____

Sewer: _____

More Details: _____
