

Invest in yourself, your business dream, and your city

Norton Business Challenge - Fact Sheet

The Challenge

The Norton Business Challenge is a competitive process that will award up to \$15,000 in business investment grants and services for new entrepreneurial ventures and existing businesses looking to expand with additional job creation in Norton City Limits.

Sponsored by The City of Norton and Norton IDA, this business training series is an excellent networking and mentorship opportunity. Participants will acquire important skills and receive tools necessary for business success.

At the conclusion of the training sessions participants will submit a written business plan and present their idea to the judges.

The Benefits of Participation

Challengers will have the opportunity to compete for awards packages worth up to \$15,000. Additionally, each participant will develop a deeper understanding of planning for a successful business, be partnered with a mentor and have networking opportunities with other regional entrepreneurs.

Awards

Award packages, including cash for business expenses and valuable business services worth up to \$15,000 will be awarded to qualified winners. Award monies will be given for qualified business expenses once an eligible business is established.

- The awards are non-negotiable & non-transferable.
- Participants must abide by all Awards Guidelines.
- Business proposals will be scored using several criteria – strength of the business plan, experience, match with local needs, etc.
- The decision of the judges is final

Sponsored by

- City of Norton, Virginia
- Norton, Virginia Industrial Development Authority

Coordinating Partners

- People Incorporated of Virginia
- Wise County Chamber of Commerce
- Virginia SBDC
- Holiday Inn of Norton

Regional Initiatives

A number of regional initiatives are a launching point for creating businesses around Southwest Virginia's regional cultural and outdoor assets. Look for ways your business can use these opportunities.

Evening Schedule

Date	Topic Covered
April 7, 2016	Intro to Success Planning
April 14, 2016	Marketing
April 21, 2016	Cash Flow Planning
April 28, 2016	Operations Planning
May 5, 2016	Customer service and Tourism
May 12, 2016	Presentation Night

Other Program Requirements

1. To be eligible, you must have a business or business idea that you want to pursue within 1 year
2. To win one of the competitive awards, you will have to locate your business within the city limits of Norton Virginia
3. State, City, County & Town elected officials/representatives are not eligible to participate.
4. Classes are filled on a first come, first served basis with preferences going to competitors in the challenge
5. Classes are open to the public, all participants must pre-register
6. The first 20 participants will receive a free Core Four textbook (\$65 value)

Eligible Business Categories

- Arts and Culture
- Outdoor Recreation
- Value Added Agriculture/Agritourism
- Restaurants and Hospitality
- Technology/Advanced Manufacturing
- Support Services for the above

The Region

This challenge is for businesses that are or will be located in **Norton, Virginia City Limits**

Other Opportunities

Participants may qualify for the Virginia Individual Development Account (VIDA) which offers a 2 to 1 match up to \$4,000 towards starting a business.

How to Find out More

Fred Ramey: (276) 679-1160

fredr@nortonva.org

Natasha Snyder: (276)619-2215

nsnyder@peopleinc.net

Register @ www.peopleinc.eventbrite.com