



PRESENTED BY...



Peterborough Downtown Business Improvement Area
705.748.4774 terryguiel@peterboroughdbia.com www.downtownptbo.ca

**AGREEMENT BETWEEN PETERBOROUGH DBIA & STARTUP
PETERBOROUGH
&
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.

Proposed business can be a sole proprietorship or partnership. However, no franchises, restaurants or individuals looking to purchase/take-over an existing business will be considered. In the case of a two-person partnership, only one representative need apply to the Win This Space competition.

Candidates must be willing to commit to signing a minimum 1-year lease from one of the participating spaces, which are available for lease at the end of the competition.

Candidates must have submitted an entry into the competition by 4 pm on January 13, 2017, to have their business considered as part of the competition.

The Adjudicating Committee will select the top ten businesses to advance to the next phase of the competition and to receive a series of three mandatory FREE Business Development Workshops presented by Peterborough Economic Development, Community Futures and Win This Space partners.

Official Rules and Regulations

In-kind prizes (including gift certificates) are not transferable and may not be redeemed for cash. In-kind prizes may have an expiry date and prize winners shall not request extensions or substitutions. Printed business plan proposals submitted for consideration to the competition may not be returned.

The Adjudicating Committee will review all completed business plans, and other supporting documents submitted by the candidates. Decisions, judgments, and selections of the committee are at the discretion of the committee and are final. By participating in the competition, each applicant agrees to these Official Rules and to all decisions of the Adjudicating Committee, which are final and binding.

The Peterborough Downtown Business Improvement Area 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.

By submitting an application for and entering the competition, each applicant advancing to the final phase of the competition must submit proof of their financial status and a background/reference check to the Peterborough Downtown Business Improvement Area.

The Peterborough Downtown Improvement Area and its partners strive to provide support to any viable business entering the competition, whether or not that business wins the Win This Space competition.

All Applicants are asked to identify any potential conflicts of interest with the DBIA 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.

Win This Space contest rules and regulations are subject to change and updates without notice.

If selected as the Grand Prize Winner, the candidate agrees to accept the prize award from the Peterborough Downtown Business Improvement Area and its partners, but the Peterborough Downtown Business Improvement Area will make the lease payments directly to the landlord. 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 lease payment supplied by Win This Space.

The lease agreement and term will be agreed upon by the landlord/property agent and the candidate and not involve the Peterborough Downtown Business Improvement Area and its partners.

If the Grand Prize Winner closes the business prior to the first year, all remaining payments towards

the monthly lease amount will be returned back to the Peterborough Downtown Business Improvement Area and its partners and the remaining prize amount will be offered to one of the competition's runners-up.

Application and Selection Process

The Peterborough Downtown Business Improvement Area and its partners/adjudicating committee can choose up to ten applicants to advance to the next phase for additional consideration and to receive a series of three mandatory FREE Business Development Training workshops. All other applicants will be informed of their elimination from the competition.

The semi-finalists 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 for by the organizers of this competition. However, mentoring will be provided at no expense to the candidate by the Business Advisory Centre at Peterborough Economic Development.

The semi-finalists must submit business plans and supporting documents to the Peterborough Downtown Business Improvement Area by 4 pm on Feb. 7, 2017.

The Adjudicating Committee will choose five finalists who will be expected to participate in a live finale presentation to be held on Feb. 16, 2017. The finalists will present their respective business plans to the adjudicating 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.

Following the live finale presentation, the adjudicating committee will select one business as the Grand Prize Winner. The winning entry will be awarded the grand prize paid out by the Peterborough Downtown Business Improvement Area as monthly cheques directly to the landlord.

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 adjudicating committee to fulfill the role of the winner.

The Grand Prize Winner will be provided with a list of at least six locations in downtown Peterborough and the winner must then negotiate with the property owner(s) and construct a working lease agreement no later than Feb. 28, 2017. If the Grand Prize Winner does not achieve a grand opening on or before June 1, 2017, the incentive package is forfeited and will be awarded/offered to a runner-up by the adjudicating committee.

By accepting the Grand Prize incentive package, the winner releases and discharges the Peterborough Downtown Business Improvement Area 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 Grand Prize Winner will be posted on the Win This Space Downtown Peterborough website www.winthisspace.com 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;

- Execute a minimum one-year lease for a retail/service/office, in the downtown area of Peterborough
- Be open to the general public no later than June 1, 2017
- Operate during all normal/customary business hours for the term of the lease.

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 Adjudicating Committee on the winning entry.

I, (Grand Prize Winner of Win This Space Downtown Peterborough) have read the above, and confirm that I meet the eligibility requirements of the Win This Space Downtown Peterborough Contest and will abide by the rules and regulations and winner's obligations as set forth in this document.

Grand Prize Winner of Win This Space

Witness

Date

Date