



The retail business must be unique to the area and not a direct competitor of adjacent businesses. The the City of Montgomery Department of Development administers the program, which is designed to meet the objectives of providing support for on-going revitalization, planning, and community efforts in the redevelopment of key commercial areas of the city,

**THE INCUBATOR BUILDING**

- Each suite is approximately 600 square feet of leasable retail space
- Located in Downtown Montgomery at the corner of Commerce & Tallapoosa Street
- Green space in front of building is maintained by the City and available for special events (i.e. trunk shows, customer appreciation days, etc.)

**INCUBATION PROGRAM COMPONENTS**

- Below market rent for space in City’s retail incubator building for a period of not more than one year with one six month extension option.
- Grand Opening Press Event with Mayor and City Leaders.
- Assistance with developing marketing plans and materials through partnerships with local marketing firms.
- Recognition as Incubator Graduate once business moves in new, permanent space within the revitalization district boundaries.

The City of Montgomery Retail Incubator program serves as a catalyst for creating economic vibrancy in targeted areas by supporting new retail concepts, strengthening the area’s main corridor to reinforce the well-being of a community to encourage residents and area workers to shop “locally”, and generating a stronger sense of pride for the residents of the targeted area.



**PREFERRED BUSINESSES INCLUDE** (but are not limited to)

- Antiques
- Locally made jewelry, handmade items and art
- Clothing, accessories or other apparel (men, women and children)
- Home Décor and accessories
- Books, stationary, greeting cards
- Specialty Foods – locally made food (jams, jellies, cakes, etc.), organic produce, health food, etc.
- Gifts, toys, novelty items
- Consumer goods, electronics or similar products
- Florist
- Office, art or school supplies
- Pre-made Meals for Carry-out (casseroles, salads, etc.)

**INELIGIBLE BUSINESSES INCLUDE** (but is not necessarily limited to)

- Second Hand or Consignment Stores
- Pawn Shops
- Check Cashing/Title Loan Companies
- Non-retail businesses such as professional service firms (legal, tax preparation), travel agencies, etc.

## **APPLICATION PROCESS**

1. Business owner must submit application and all required documentation to the City of Montgomery Department of Development.
2. Program Manager will review applications and interview applicants to determine eligibility.
3. Once eligibility is determined the applicant will present business plan to department staff and other community leaders.
4. Upon approval of application the Department of Development Program Manager will negotiate lease terms for approval by the Director of Business and Commercial Development and City of Montgomery Legal Department.
5. The business must be able to open within 30 days of fully executed lease.

## **PROGRAM REQUIREMENTS**

To be considered as a tenant in the Retail Incubator Program must:

- Provide a new or under served product to the targeted area
- Be considered a micro-business having five or fewer employees
- Ability to operate in approximately 600 sq. ft. of space
- Have sufficient initial capital to pay start-up costs such as signage, cable/internet service installation, minimal space improvements (paint, shelving, etc.)
- Have a written business plan with demonstrated financial support to maintain a high quality, successful operation
- Have a current City of Montgomery business license or proof of submitted application
- Post and adhere to consistent business hours (i.e., Noon - 6:00 p.m. Tues - Sat).
- Dedicate a majority of the incubator space to the display of products available for sale on the premises (minimal mail orders).
- Join the Montgomery Area Chamber of Commerce
- Join the Downtown Business Association
- Provide operational information for baseline and post program statistics
- Ability to be open and fully operational within 30 days of signed lease agreement.
- Sign must be reviewed by the Department of Development Design Studio for appropriateness and compliance with local Smart Code regulations.

The City of Montgomery Department of Development reserves the right to amend requirements, components or the application process as necessary for the success of the program.



# APPLICATION

- REQUIRED DOCUMENTS**
- Application
  - Copy of Business Plan
  - Bank Reference Letter
  - W-9
  - E-verify Affidavit
  - Copy of Business License or Business License Application

DATE OF APPLICATION \_\_\_\_\_

APPLICANT NAME \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_  
 \_\_\_\_\_

HOME PHONE \_\_\_\_\_ BUSINESS PHONE \_\_\_\_\_

CELL PHONE \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_ WEBSITE ADDRESS \_\_\_\_\_

NAME OF RETAIL BUSINESS \_\_\_\_\_

CITY BUSINESS LICENSE # \_\_\_\_\_ NAICS NO. \_\_\_\_\_

FEDERAL EIN \_\_\_\_\_

YEARS IN BUSINESS \_\_\_\_\_

**BUSINESS CLASSIFICATION**

- Individual/Sole Proprietor     C Corporation
- S Corporation                       Partnership
- Limited Liability Corporation

OWNERSHIP (SHAREHOLDERS/ PARTNERS)	% INTEREST	COMPANY OFFICERS	POSITION

**BRIEF DESCRIPTION OF PRODUCTS TO BE SOLD AND TARGET MARKET (ATTACH ADDITIONAL SHEET IF NECESSARY)**

**HOURS OF OPERATION (LIST DAYS OF WEEK AND HOURS/DAY)**

PLEASE LIST THE NAMES AND CONTACT INFORMATION OF THOSE PERSON(S) YOUR BUSINESS WILL BE WORKING WITH IN THE FOLLOWING CAPACITIES:

ATTORNEY: \_\_\_\_\_

CPA: \_\_\_\_\_

**WHAT DO YOU HOPE TO GAIN AS A RETAIL INCUBATOR PROGRAM BUSINESS?**

**3 PROFESSIONAL REFERENCES WITH PHONE # OR EMAIL ADDRESS**

1. \_\_\_\_\_  
\_\_\_\_\_  
2. \_\_\_\_\_  
\_\_\_\_\_  
3. \_\_\_\_\_  
\_\_\_\_\_

In consideration for participation in the City of Montgomery Retail Incubator Program I hereby certify and agree:

- To provide information as requested by the City’s Department of Development for program analysis
- To abide by all program and lease requirements
- That my photo and business name may be used by the City in any fashion to market and promote the Retail Incubator Program
- That any and all information contained in this application and any attached documents are true and correct and that any changes will be reported immediately.
- To lawfully operate business in accordance with city ordinances and state law.

**SIGNATURE OF APPLICANT** \_\_\_\_\_

**PRINTED NAME** \_\_\_\_\_ **DATE** \_\_\_\_\_

For Department Use Only

Date Received: \_\_\_\_\_

Eligible            Yes        No

Approved/Disapproved \_\_\_\_\_