

Sparta Town Square Incubator 2023 Application

General Information

One of the goals of the Sparta Town Square Small Business Incubator is to help foster entrepreneurship in Downtown Sparta by providing an incubator location for startup businesses to test the market. The next step for these businesses would be to move into a permanent brick and mortar location in Downtown Sparta in the future.

This program is designed to attract small businesses and create retail shopping in Downtown Sparta. This program offers an opportunity to sell and showcase products and services of interest to area residents and tourists. Vendors located in the shipping containers will be exposed to traffic from the Sparta events held downtown.

Items will be judged by a committee consisting of business people, the Sparta Chamber of Commerce, Village Commissioners, Village employees, and others with an interest in seeing downtown succeed. Applicants will be notified if their application has been accepted.

The following questions are for you to provide us with a bit more insight on your business and future business plans.

Start Up Fees (due upon lease signing)

\$500 Facility Fee

\$200 Sign Fee

\$200 Chamber Member Fee

Rent Amounts for Incubator Spaces

Food Incubator: \$450 per month (\$550 per month year two)

Retail Incubator: \$300 per month (\$350 per month year two)

Cancellation Policy

No refunds for vendor cancellations will be given. Vendors may not sub-let their location to another vendor without DDA approval.

Applications will not be considered without a complete list of items to be sold and photos

Vendor Information

Business Name

Primary Contact

Address

Telephone Number

City State Zip

Email Address

Website (if one)

Onsite Contact (if different)

Description of items to be sold (please attach photos):

Previous Sale History

Business Plan (please attach or include below)

Would you consider moving your business into a permanent location in the future? If yes, where would your top three communities be?

Have you taken any of the following steps toward business success?

- ☐ Created a business plan
- ☐ Met with the Small Business Development Center or attended workshops with SCORE
- ☐ Received any permits or registrations that you might need for your particular business
- ☐ Other, please list:

What is your favorite Downtown Sparta business currently, and why is it your favorite?

Tell us why you want to move your business into the Sparta Town Square Shops.

Is there anything else you'd like to share with the committee while reviewing your application?

Contact Info

Vendor having additional question or needing additional information, may contact:

Elizabeth Morse, Director

194 E. Division

PO Box 142

Sparta, MI 49345

(616) 218-0488

ddadirector@spartami.org

For your application to be considered, please submit the following:

- Complete Application
- Photos of items to be sold
- Business plan
- Resume
- Social sites
- Sale sites
- Staffing plan

Minimum Required Hours

Please note that dates and time are the minimum requirements. Vendors may stay open longer than the dates and times listed. There will also be a required monthly Town Square meeting.

April-December: Tuesday through Saturday with additional extended festival hours

Vendor Signature: _____ Date: _____

Date Application Received: _____ Approval: _____

Photos/sketches Received: _____

Do you currently have a retail business, incubator business, or shared space? If so, what is the name and location? _____