



Arts and Entertainment
December 2023- August 2024
Rules and Eligibility

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Vision Statement

The Launch Pottsville Competition was designed to create an intentional, non-traditional form of economic development by investing in our community's human capital. Launch Pottsville will aim to facilitate a greater arts and entertainment ecosystem in Pottsville's Strategic Redevelopment Area by investing in entrepreneurs, creatives, and planners and energizing the local community. As the economy goes through a cyclical, philosophical change, downtown areas across the nation are being romanticized. The City of Pottsville, Pottsville Area Development Corporation, and the Continued Progress Project are deliberately focusing on boosting the local economy by using arts and entertainment as a foundation for revitalization and long term sustainability.

Why Launch Pottsville?

We believe the results of this contest are vital to the community's revitalization because:

- *It can be difficult to create "start-ups" in the area due to demographic, physical, educational, and financial hurdles*
- *Sustained revitalization takes more than just small loans and other financial incentives*
- *One way to a resilient and sustainable local economy is by using the arts and entertainment as a foundation for revitalization*

Concept

- Leverage local assets and regional partnerships to provide financial startup capital, as well as goods and services to entrepreneurs, creatives, and planners seeking funding for art and entertainment-focused endeavors
- Facilitate the development of up to (3) new arts or event-based endeavors in the Strategic Redevelopment Area of downtown Pottsville by awarding \$50,000 in startup capital and approximately \$10,000 in free or reduced goods and services to the winners of the Launch Pottsville Competition

PHASES:**Launch Pottsville Competition Phase I**

All of the following items must be submitted in their entirety to the Pottsville Area Development Corporation by the deadline of March 1st, 2024.

- **Formal Application:** Download it at www.downtownpottsville.com/launch
- **Executive Summary:** (2-5) typed pages describing the entrepreneur, creative, or planner's proposal
- **Video Pitch:** (1-5) minute video presentation describing the entrepreneur, creative, or planner's business proposal

Launch Pottsville Competition Phase II

Upon completion of Phase I, judges will narrow the participating contestants based on the above criteria and collaborative discussion. All remaining entrepreneurs, creatives, and planners will be contacted by email and invited to compete in Phase II.

All of the following items must be completed and sent to the Pottsville Area Development Corporation by the deadline of June 15th, 2024.

- **Comprehensive proposal:** Example can be found online or needs to include an *Executive Summary, Implementation Plan, Product/Service Description, Marketing Strategy, and Competitive Analysis.*
- **3-year financial forecast:** Should include at least 3 years of projected cash flows and all assumptions made should be included
- **Personal finance statements by all principals involved in the proposal:** Including but not limited to bank statements, credit scores, income tax returns, and other financial statements
- **Interview:** Entrepreneurs, creatives, and planners will be emailed to schedule an in-person interview with the judges

Launch Pottsville Competition Phase III Items

Upon completion of Phase II, judges will narrow the participating contestants and all remaining entrepreneurs, creatives, and planners will be contacted by email and invited to compete in Phase III, the final stage of the competition.

Final Stage

July-August 2024

- **Pairing with Mentors:** Individual mentors will be assigned to help develop and prepare final presentations. Includes honing, editing, and finalizing comprehensive proposals
- **Real Estate Assessment (if applicable):** Completed with the help of mentor and judges

- **Legal Structure:** Companies and/or 501(c)3 organizations will be legally created in the state of Pennsylvania

The Launch Pottsville Competition will complete by the end of August 2024, when the final judging and presentation of all proposals will be scheduled. This date will be communicated to the participants and the public well in advance, as soon as it is determined.

Launch Pottsville Competition Judging Criteria

The following will be the main criteria with which the business proposals will be judged. Judging criteria includes, but is not limited to:

- Positive impact on foot traffic and interest in the arts and entertainment scene in the Strategic Redevelopment Area
- Perceived need for the proposal in the Strategic Redevelopment Area
- Proven/perceived ability of the entrepreneur, creative, or planner to create and financially sustain the proposal for a minimum of 5 years

Eligibility

- As one of the main pillars of the Strategic Plan created through the Continued Progress Project in 2018, proposals must be focused on arts and entertainment including but not limited to:
 - Galleries, art incubators, performance-centered spaces, businesses focused on facilitating the creation of art and entertainment, events, or any other entity that encourages, stimulates, or vitalizes art/entertainment within the broader community
- Any entrepreneur, creative, or planner wishing to create a “new” arts or entertainment-focused endeavor in the Strategic Redevelopment Area in the City of Pottsville (please see attached map for an outline of Strategic Development Area) is eligible to participate in the Launch Pottsville Competition
 - New proposals may include new ventures made by existing businesses, but the proposal may not be a direct extension of their current proposal or offerings
 - The new proposal must provide products or services definitely distinct from that of the existing proposal
 - New proposals will be required to create a new legal structure
- For-profit and nonprofit businesses will both be considered assuming their feasibility given the timing and financial circumstances
- Proposals may exist in other geographic areas outside of Pottsville
 - Additional locations for existing proposals will be considered
- All ages are welcome to participate

Additional Information

- Questions about any aspect of the competition can be directed to Savas Logothetides, PADCO Executive Director and lead mentor of the competition, at info@pad-co.com
- **There is NO FEE to enter the contest.** However, with any startup, capital is essential. Capital to create and sustain the proposal will be one of the most important judging criteria
- For more information on the Continued Progress Project and Updates on the Launch Pottsville Competition, please visit www.downtownpottsville.com





Redevelopment Study Area

■ Study Area Parcels