

THE CITY of *Altoona*



Application for City of Altoona Think Inside the Box Competition

Applicant Name(s): _____

Business Name: _____

Current Address: _____

City: _____ State: _____ Zip: _____

Email Address: _____

Telephone: _____

Type of Business: _____

Describe your business concept: _____

How did you develop your business idea, and why are you passionate about it? _____

What relevant experience do you bring to the effort? _____

Who will be your customer, and how will your business help bring people to downtown Altoona? _____

What will be your hours of operation? Do you plan to operate year-round? _____

What do you anticipate being the most significant challenges to your business succeeding? _____

Why do you think the Altoona Container Park is a good place to locate your business? _____

What talents can you offer, beyond operating your business, to help make the container park project successful for years to come? _____

Next Steps

Selected applicants will be invited to **present and discuss** their ideas with the City of Altoona. Applicants will be expected to bring the following to that meeting:

- Project Narrative if developed.
- Marketing Plan
- Competition/Market Analysis
- Financial Plan, which will include an analysis of startup costs, operating costs, and revenue projections
- Organization and Management – What does your organizational chart look like?

The City will select candidates from these meetings to move forward. Winners will be invited to sign affordable leases to operate their businesses in the container park.

For more information, or if you have any related questions, don't hesitate to contact Mike Golat, City Administrator, or Richard Downey, Assistant City Administrator, at 715-839-6092 or by email at

michaelg@ci.altoona.wi.us or richardd@ci.altoona.wi.us.