DDA Project Proposal Requirements

- **Note:** The following requirements are intended to guide a complete and thorough proposal. However, the DDA understands that not all items may apply to every project or applicant. If a section is not applicable to your proposal, please indicate "N/A" and briefly explain why. This will help the DDA better understand your project and assess it appropriately.

Project Overview

- ☐ **Executive Summary**
  - Provide a concise overview of the proposed project or initiative
  - Summarize the purpose, strategic alignment with the DDA mission, and intended impact on Downtown Bay City.
- ☐ **Completed Application Form**
  - Include the standardized form with basic project and contact information.

Strategic Fit & Community Impact

- ☐ **Strategic Alignment and Community Impact**
  - Explain how the project supports strategic capital investment, vibrancy, sustainability, or economic vitality.
  - Describe the anticipated benefits to downtown businesses, residents, or visitors.
  - Include measurable outcomes such as job creation or increased foot traffic.

Business Plan & Timeline

- ☐ **Project Proposal or Business Plan**
  - Describe the initiative, including goals, target audience, and operations strategy.
  - Include a timeline with key milestones and a sustainable funding strategy.
  - Clearly identify the unmet need or gap the project addresses.
- ☐ **Evaluation Plan**
  - Describe how the success and impact of the project will be measured.
  - Include key performance indicators (KPIs), benchmarks, or evaluation methods.

Financials

- ☐ **Financial Documentation**
  - **Existing Businesses:** Provide the last two (2) years of financial statements and current year-to-date financials.
  - **New Businesses:** Include two to three (2-3) years of financial projections and a detailed start-up budget with use of funds.
- ☐ **Funding Request Summary**
  - Specify the amount requested and intended use of funds (e.g., capital improvements, equipment, etc.)
  - Indicate any matching funds or additional funding sources.

- ## Stakeholder Engagement
  - **Collaboration and Stakeholder Support**
    - Provide letters of support or intent from partners, collaborators, or stakeholders.
    - Include letters of intent from tenants or customers, if applicable.
  - **Stakeholder Risk Consideration**
    - Identify any potential unintended consequences for downtown stakeholders or partners.
    - Describe how these risks will be mitigated.

- ## Site Visuals
  - **Site Control and Regulatory Readiness**
    - Submit proof of property ownership or a signed lease agreement.
    - Include zoning compliance documentation and any required permits or approvals (or status of applications).
  - **Visual Documentation**
    - Attach photos, architectural drawings, or renderings that illustrate the proposed project.

- ## Comparative Context
  - **Comparison to Existing Efforts**
    - Explain how your project differs from or complements other initiatives in the region.
    - Describe why the DDA is uniquely positioned to support this effort.