



CITY OF OBETZ

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Orchard 38 - Retail Space Application

Step into Orchard 38—a 10,000 sq. ft. hub designed to empower local entrepreneurs, restaurant owners, and service providers. With three spacious, customizable retail units, flexible lease options, and potential financial assistance for tenant improvements and business development, Orchard 38 is where your business dreams take flight. Fill out the form below to share your business overview, mission, and vision, and join us in transforming Obetz into a vibrant, thriving community destination.

APPLICANT INFORMATION

- **Business Name:** _____
 - **Business Owner(s):** _____
 - **Contact Information:**
 - Phone Number: _____
 - Email Address: _____
 - **Business Address (if applicable):**
 - Current Business Address: _____
 - **Website/Social Media:** _____
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Business Concept & Proof of Concept

Please read the information below carefully and provide a thorough overview of your Business Concept and Proof of Concept. We will be reviewing all submitted materials as part of our selection process for space at Orchard 38, so be sure to highlight why your concept would be a strong fit for this opportunity.

1. Business Overview

- **Description:** Provide a detailed description of the business, including products and services offered.
- **Mission Statement:** Define the purpose and goals of the business.
- **Target Market:** Outline the customer demographics and market segments served.

2. Market Analysis

- **Industry Trends:** Discuss the demand for your products/services in the market.
- **Competitive Landscape:** Identify competitors and highlight differentiators.
- **Local Market Potential:** Describe opportunities in Oletz and surrounding areas.

3. Proof of Concept

- **Business History:** Provide a timeline of operations and past performance.
- **Customer Engagement:** Include testimonials, pre-orders, or letters of intent from clients.
- **Pilot Programs:** Detail any pop-up shops or trial runs conducted.
- **Visuals:** Attach branding, product images, or event photos (if applicable).

Financial Plan & Projections

1. Startup/Expansion Costs

- **Setup Costs:** Estimated expenses for leasehold improvements, equipment, and signage.
- **Funding Sources:** Identify personal investments, loans, grants, or crowdfunding.

2. Revenue Projections

- **Expected Revenue:** Monthly and annual income forecasts based on market research.
- **Pricing Strategy:** Outline how pricing is structured and expected sales volume.
- **Seasonal Trends:** Address fluctuations in revenue throughout the year.

3. Operating Budget

- Rent & Utilities
- Staffing & Payroll (if applicable)
- Inventory Costs
- Marketing & Advertising
- Miscellaneous Operational Costs

4. Break-even Analysis

- **Timeframe:** Estimate when profitability will be achieved.
- **Key Performance Indicators:** Metrics to measure business success.

5. Financial Documents (if available)

- Profit and Loss Statement
- Balance Sheet
- Cash Flow Projections
- Business Tax Returns (if applicable)

Supporting Documents

- Business Plan (if separate)
- Resumes of Key Team Members
- Legal Business Entity Documentation
- Licenses and Permits
- References or Letters of Support

Signature & Agreement

I certify that the information provided is accurate and complete to the best of my knowledge. I understand that submission of this application does not guarantee acceptance into the incubator program.

Applicant Name: _____

Signature: _____

Date: _____

CITY OF OBETZ CONTACT INFORMATION

If you are mailing your application, please mail it to:

4175 Alum Creek Dr.
Attn: Steve Adams,
Obetz, OH 43207

If you are emailing your application, please send it to:
sadams@obetz.gov

Please call 614-409-4410 with any questions.

This application serves as a formal proposal for securing retail space in the new Obetz Orchard 38 building. Ensure all required documents are attached before submission.