

## Rushford Business Growth Support Program

### Simplified Initial Application for Administrator Review

Please complete this form as the first step to applying for the Rushford Business Growth Support Program. Upon initial approval, additional details will be requested.

### Section 1: Basic Business Information

1. **Business Name:** \_\_\_\_\_
2. **Primary Contact Person:** \_\_\_\_\_
3. **Email Address:** \_\_\_\_\_
4. **Phone Number:** \_\_\_\_\_
5. **Type of Business (e.g., retail, manufacturing, services):**  
\_\_\_\_\_
6. **Current Annual Revenue:** \_\_\_\_\_

### Section 2: Business Growth Stage

Select your business's current growth stage:

- **Startup** (Revenue under \$100,000, new product/service in development)
- **Early Stage** (Revenue \$100,000 - \$500,000, initial customers, growing)
- **Expansion** (Revenue \$500,000 - \$2 million, scaling operations)
- **Mature** (Revenue over \$2 million, focusing on efficiency and innovation)
- **Decline/Turnaround** (Decreasing revenue, in need of restructuring)

### Section 3: Business Objectives and CEDA Services

What are your primary goals for the next 12-24 months? (Check up to 3):

- Expand customer base
- Launch a new product/service
- Improve financial health
- Streamline operations
- Access funding or capital
- Reposition in the market
- Other: \_\_\_\_\_

**What services would you expect from CEDA?**

(Check any that apply):

- Market Research
- Financial Planning
- Grant Writing/Loan Assistance
- Customer Acquisition
- Business Model Validation
- Operational Improvements
- Workforce Development
- Other: \_\_\_\_\_

**Section 4: Data Sharing and Confidentiality**

By submitting this application, you agree to share primary business data with the program administrator and CEDA for evaluation purposes. **Sensitive data will remain confidential**, and only summary information necessary for decision-making will be shared with the City/EDA.

**Business Owner's Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Administrator's Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

# Contract for Professional Services

This contract is made and entered into by Community and Economic Development Associates (CEDA), a Minnesota nonprofit corporation exempt from income tax as an organization operated for charitable purposes within the meaning of Internal Revenue Code section 501(c)(3), hereafter "CEDA." The City of Rushford Economic Development Authority hereafter "the Authority," an agency or affiliate of a political subdivision of the State of Minnesota, to define the terms by which CEDA shall provide technical, management, and grant writing expertise services to the Authority.

## I. Agreement Scope and Purpose

The Authority hereby retains CEDA to perform services described in paragraph II to the end of the Authority more effectively accomplishing:

- Creation of jobs
- Business creation to benefit the region
- Business growth

## II. Services to be Provided by CEDA

CEDA agrees to provide the Authority with project management, research, technical, management, and grant writing expertise in the form of staff and materials. Services could include business plan creation/review, financing research commitment (e.g., local revolving loan funds, MN DEED Entrepreneur Loan Fund, Tax Increment/Tax Abatement Financing), grant research and authoring, and other items to assist the Authority, current business owners, and new business owners. The program application is attached hereto as Addendum A.

## III. Obligations of the Developer

- A. The Authority shall reimburse CEDA for staff time provided at \$98.00 per hour.
- B. No additional mileage expenses will be billed.
- C. Materials, conferences, and meetings shall be paid on a unit basis agreed upon by the Authority in writing.
- D. Payment must be made to CEDA within 30 days of invoice submission.

### E. Cap on Billed Hours:

The following caps on billed hours will apply based on the business's growth stage:

- **Startup:** Up to 40 hours.
- **Early Stage:** Up to 60 hours.
- **Expansion:** Up to 80 hours.
- **Mature:** Up to 100 hours.
- **Decline/Turnaround:** Up to 120 hours.

## IV. Obligations of CEDA

- A. CEDA operates as an independent contractor and has no authority to assume or create any obligations on behalf of the Authority.
- B. CEDA is solely responsible for payroll taxes and maintaining insurance, including workers' compensation coverage.
- C. Invoices will be provided by CEDA at least quarterly.
- D. **Deliverables:** CEDA will provide all relevant files and folders to the Authority upon project completion.
- E. **Performance Metrics:**
  - Customer satisfaction surveys will be conducted after each service, attached as Addendum B.

- CEDA will be evaluated on goal accomplishment and timeliness of deliverables.

**F. Timelines and Deliverables:**

- CEDA must provide a detailed project plan for each business, with timelines and key milestones, which the administrator must approve before services commence.
- The time incurred for drafting the project plan will count toward the total service hours allocated for the business.

**G. Customer Satisfaction Surveys:**

- CEDA will conduct satisfaction surveys to gather feedback on service quality, timeliness, and impact. The Authority will review the results to ensure continuous program improvement. The survey includes outcome-based questions.

## **V. Business Application and Approval Process**

**A. Two-Step Application Process:**

- Businesses submit an initial application (Addendum A) to the administrator. Upon approval, more detailed information will be gathered.

**B. Administrator Review:**

- The administrator reviews applications within **five (5) business days** to ensure alignment with program resources and goals.

**C. Approval or Referral:**

- Once approved, CEDA will meet with the business and draft a high-level project plan. Time spent drafting the plan will count toward the business's hours.

**D. Growth Stage Verification:**

- CEDA verifies the business's growth stage after approval.

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## **VI. Contract Review**

**A. Quarterly Reviews:**

- The administrator conducts quarterly reviews and submits formal reports to the Authority.

**B. Extension Requests:**

- Businesses may request an extension of up to 25% of the original hours cap. Further requests may be evaluated case-by-case.

## **VII. Data Security and Confidentiality**

**A. Data Security:**

- CEDA agrees to implement technical and organizational measures to protect personal and business data.

**B. Information Sharing:**

- The City/EDA will only have access to summary data. Sensitive business data will remain confidential.

## **VIII. Detailed Services for Growth Stages** *(Including but not limited to support for the following)*

**A. Startup Services:**

- Includes market research, financial planning (to include grant/loan identification, writing, and processes), and business model validation.

**B. Early-Stage Services:**

- Revenue growth analysis, customer acquisition strategies, and operational improvements.

**VIII. Detailed Services for Growth Stages** *(Including but not limited to support for the following)*

**A. Startup Services:**

- Includes market research, financial planning (to include grant/loan identification, writing, and processes), and business model validation.

**B. Early-Stage Services:**

- Revenue growth analysis, customer acquisition strategies, and operational improvements.

**C. Expansion Services:**

- Market expansion, operational scalability, and partnerships.

**D. Mature Services:**

- Innovation strategies, efficiency improvements, and diversification.

**E. Decline/Turnaround Services:**

- Restructuring, cost reduction, and recovery assistance.

**IX. Termination**


This Agreement is ongoing until terminated by either party upon 30 days' written notice. The Authority will pay for services performed at \$98.00 per hour up to the termination date.


**X. Construction of Agreement**

This Agreement is governed by Minnesota law and supersedes any prior agreements.

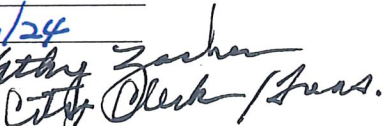
**Signatures:**

ECONOMIC DEVELOPMENT AUTHORITY - THE CITY OF RUSHFORD

By   
Its EDA Pres.  
Date 1-8-25

By   
Its Mayor  
Date 12/22/24

COMMUNITY AND ECONOMIC DEVELOPMENT ASSOCIATES

attest:   
City Clerk / Secy.  
12/22/24

By \_\_\_\_\_  
Its \_\_\_\_\_  
Date \_\_\_\_\_

## **Addendum B**

### **Rushford Business Growth Support Program Satisfaction Survey**

We appreciate your participation in the **Rushford Business Growth Support Program**. Please take a few moments to complete this survey. Your feedback will help us improve the program and CEDA's services.

#### **1. How satisfied are you with the services provided by CEDA?**

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

#### **2. Did CEDA meet your business's expectations for the services requested?**

- Yes
- No
- Somewhat

#### **3. How would you rate the timeliness of the services provided by CEDA?**

- Excellent
- Good
- Average
- Below Average
- Poor

#### **4. What specific services did you receive from CEDA?** (e.g., market research, financial planning, grant writing, etc.)

**5. How would you rate the quality of each service you received?**

- Excellent
- Good
- Average
- Below Average
- Poor

**6. What tangible benefits did your business experience as a result of CEDA's services?**  
(e.g., increased revenue, expanded customer base, improved operational efficiency)

**7. What could be improved about the services you received?**

**8. Was the communication from CEDA clear and helpful throughout the process?**

- Yes
- No
- Somewhat
- Please elaborate: \_\_\_\_\_

**9. Did you feel the hours allocated for your business's growth stage were sufficient?**

- Yes
- No
- Somewhat

**10. If not, did you request an extension of hours?**

- Yes
- No

**11. How satisfied were you with the application and approval process?**

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

**12. Would you recommend this program to other businesses in the community?**

- Yes
- No
- Maybe

**13. Any other comments or suggestions to improve the program?**