



# City of Burlington

## CALL FOR APPLICATIONS

### BTV Mayor's Prize for Entrepreneurship

---

**Date of Issuance:** Wednesday, October 4, 2017

**Deadline for Applications:** **Friday, November 3, 2017 by 12:00pm EST**  
**Incomplete or late applications will not be considered**

**Questions and Submissions:** Community & Economic Development Office (CEDO)  
149 Church St, Suite 32  
Burlington, VT 05401

Gillian Nanton, Assistant Director of Sustainability, Housing and Economic Development  
[gnanton@burlingtonvt.gov](mailto:gnanton@burlingtonvt.gov)  
802-865-7179

Diana Colangelo, Projects and Policy Specialist  
[dcolangelo@burlingtonvt.gov](mailto:dcolangelo@burlingtonvt.gov)

## Introduction

The Mayor's Prize for Entrepreneurship is a partnership between the Ewing Marion Kauffman Foundation and the City of Burlington, the goal of which is to foster the growth and development of entrepreneurship in the city and encourage outside-the-box thinking about how best to achieve this.

Entrepreneurs are a vital part of our community and our economy. They add diversity to the economy, create jobs, develop new products, and have direct social and economic impacts on our community. **The Mayor's Prize will award grants to not-for-profit Entrepreneur Support Organizations (ESOs) and/or research organizations with innovative ideas for initiatives to grow the entrepreneurial ecosystem and expand upon the support offerings that already exist in the community.**

## Description

The Mayor's Prize will make at least two grants each year over a two-year period to ESOs or research organizations that have a track record of success in providing high-quality support to entrepreneurs or completing high-quality research projects that provide valuable context for decision-making and priority-setting at the policy and/or program level, respectively. The total amount of funding available for this year is \$200,000, and prizes will be awarded in the range of \$50,000 to \$75,000 (maximum \$100,000) to two or more not-for-profit organizations and/or research organizations.

## Eligibility

- Organizations applying must be exempt from U.S. federal income tax pursuant to section 501(c)(3) of the Internal Revenue Code and classified as a public charity under section 509(a)(1) or 509(a)(2) of the Code. For-profit businesses are not eligible to receive funding from the Mayor's Prize.
- Organizations applying need not be located in Burlington, but must serve Burlington businesses or entrepreneurs as part of their geographic service area or propose to do research on the entrepreneurial ecosystem in Burlington.
- Applicants must be in compliance with all state and federal regulations.
- Applicants may only submit one proposal.
- Incomplete or late applications will not be considered.
- Funding from the Mayor's Prize may not be re-granted to other organizations or businesses, and may not be used to seed loan programs.
- Applicants must be willing and able to track performance of the program and share this information and data with the Community & Economic Development Office for reporting purposes. Applicants may also be required to participate in follow-up surveys or meetings to track progress of the program.

The Mayor's Prize will consider funding the following:

1. Established programs with a proven track record of success in providing high-quality support and technical assistance to entrepreneurs;
2. New programs from established, successful nonprofits that both address gaps in the current support offerings for entrepreneurs and focus on assisting firms with the potential to expand and create additional jobs; and
3. Research proposals that seek to enhance understanding of the strengths and weaknesses of the entrepreneurial ecosystem and offer context for policy and/or programmatic decisions.

## Prize Categories

Prizes will be awarded in one or more of six categories that have been determined by independent landscape analyses conducted by the Kauffman Foundation and the City of Burlington. These categories include:

1. **Support for high growth firms:** Organizations responding to this category will provide the support to enable companies to scale, explore new markets, and overcome barriers to growth.
2. **Founder education:** Organizations responding to this category will propose innovative models for providing targeted founder support.
3. **Networking and connecting the ecosystem:** Organizations responding to this category will propose ways to better connect the current players and offer a more coordinated and cohesive set of services to entrepreneurs, with an eye to creating efficiencies and reducing duplicative services.
4. **Make local:** Organizations responding to this category will provide technical assistance and support to entrepreneurs who are making products locally. Possible sectors include but are not limited to large- and small-scale manufacturing, spirits, agriculture, and the arts.
5. **Support for women- and/or minority- and/or immigrant-owned businesses:** Organizations responding to this category seek to provide targeted support to one or more of these groups.
6. **Research:** To date there has not been a comprehensive analysis of Burlington's entrepreneurial ecosystem, including its strengths and areas where conditions could be improved. Organizations responding to this category will put forth a research project that analyzes the ecosystem using appropriate measures, evaluates its performance and proposes to make recommendations regarding areas of improvement.

## Evaluation and Selection

Applications will be reviewed by a Judging Committee composed of seven (7) people with expertise in various entrepreneurship-related fields. Committee members are drawn from organizations both locally and nationally. Judges will select two (2) or more winners and determine the prize amount for each winner.

Applicants and judges may not have any contact during the course of the Mayor's Prize program.

In addition to evaluating the completeness of applications and their strength in responding to all questions, the Judging Committee will score applications according to criteria in five (5) general categories:

1. Alignment with the Mayor's Prize goals and prize categories established in this Call for Applications
2. Overall vision
3. Impact and Outcomes
4. Feasibility of implementation
5. Sustainability of the proposed initiative

The City of Burlington reserves the right to contact applicants with further questions or clarifications.

## Timeline and Delivery

If you would like to submit an application, you must respond to all of the questions outlined in the attached document, titled "Application Instructions – BTV Mayor's Prize for Entrepreneurship" and submit seven (7) copies of your application in hard copy in a sealed envelope as well as in electronic format (PDF preferred) by **Friday, November 3, 2017 at 12:00pm EST** to the following address:

Community & Economic Development Office  
Attention: Gillian Nanton  
149 Church Street, Suite 32  
Burlington, VT 05401

Email addresses (please send to both): [gnanton@burlingtonvt.gov](mailto:gnanton@burlingtonvt.gov) and [dcolangelo@burlingtonvt.gov](mailto:dcolangelo@burlingtonvt.gov)

Incomplete or late applications will not be considered. Proposals must be typed. The application is also available on CEDO's website at [www.burlingtonvt.gov/cedo](http://www.burlingtonvt.gov/cedo), or by contacting Gillian Nanton, [gnanton@burlingtonvt.gov](mailto:gnanton@burlingtonvt.gov) or Diana Colangelo, [dcolangelo@burlingtonvt.gov](mailto:dcolangelo@burlingtonvt.gov).