

Small Business Support for Entrepreneurs – Criteria and Application
The Colin Hubbell Fund: A Program of University Cultural Center Association
(UCCA)

Seeding Growth & Opportunity in Detroit

Background: In 2008, the Detroit community lost a great advocate, Colin Hubbell, after a heroic battle with cancer. In an effort to remember Colin's spirit and passion for Detroit, Colin's friends and family established the Colin Hubbell Fund to continue the work Colin did every day to seed growth and opportunity in Detroit. Funds are raised through individual donations and through periodic fundraising events. Currently, the fund has more than \$30,000 available for Hubbell Fund projects. Donations to the Hubbell Fund can be accepted by the UCCA at any time.

The Colin Hubbell Fund is housed as a project of the University Cultural Center Association (UCCA), a 501(c)(3) nonprofit. UCCA, established to serve Detroit's Midtown area in 1976, has over 60 members representing the area's cultural, academic, medical and service institutions, corporations, businesses and community organizations.

As a real estate developer, Colin focused his work in the Midtown area served by UCCA. He and his family resided in the Morningside neighborhood on Detroit's east side.

Hubbell Fund Committee Oversight: Under the leadership of Trish Hubbell, Colin's widow, and the Executive Director of UCCA, Sue Mosey, a committee of Colin's friends and associates who share his passion for supporting and promoting the renewal of Detroit was formed to provide direction and fundraising for the Hubbell Fund. This committee advises UCCA as to the distribution of the funds.

Overview of Intended Uses of Hubbell Fund: All grants will be restricted to organizations and/or individuals within the city of Detroit, with an emphasis on the Midtown area. The Hubbell Fund Committee intends to release requests for proposals at least twice a year for two separate programs: (1) Neighborhood Mini-Grants and (2) Small Business Support for Entrepreneurs.

The criteria and application for Neighborhood Mini-Grants was previously released and is available on the UCCA website at detroitmidtown.org.

This document provides greater detail regarding criteria and application process for the Small Business Support for Entrepreneurs Program on the following pages.

Criteria for Colin Hubbell Fund
Small Business Support for Entrepreneurs Program (SBSEP)

Purpose: Colin believed creative and entrepreneurial talent is the key value driver in growing economies. The SBSE Program will seek to identify and support those creative entrepreneurs seeking to build or grow small business in Detroit's Midtown. In addition, the SBSE Program will serve Detroit's Midtown community by supporting businesses that advance the revitalization of the neighborhood.

Examples of business activities that may be funded include:

- Matching capital to expand, enhance or establish a Midtown business
- Programs that lead to employing Midtown residents
- Other start-up costs associated with new businesses in Midtown

SBSEP Funding cannot support the following:

- Compensation of the business owner
- Current debt of a small business
- Government agencies and departments
- Lobbying efforts or political groups
- Projects or activities carried out for religious purposes
- Purchase of property

Geography Served: Small businesses receiving SBSEP funds must be located in Detroit's Midtown (bordered by I-375 on the south, I-75 on the east, I-94 on the north and M-10 on the west).

Applicants: Applicants must be individuals owning and operating a business with a physical presence in Detroit's Midtown. Preference will be given to new entrepreneurs or those relocating a business to Detroit's Midtown. Consideration will also be given to applications from business associations serving small businesses in Detroit's Midtown.

Use of Funds: Applicants must present a budget demonstrating the proposed use of funds. Funds may only be used in support of the business located in Midtown and may not be used to support any other location of the business. UCCA will only release funds from the Hubbell Fund as reimbursement once the business provides documentation that they have spent the funds consistent with the approved budget.

Amount: Applicants are encouraged to apply for support of \$5000 or less.

Application: Applications will be considered by the Hubbell Fund Committee and by UCCA on a rolling basis. Applications should be submitted to susanmosey@gmail.com or may be mailed or dropped off to UCCA at 4735 Cass Avenue, Detroit, MI 48201. Email submissions are encouraged.

Review of Applications: All applications will be reviewed by the Hubbell Fund Committee which will forward its recommendations for funding to UCCA. Upon review,

the Committee or UCCA may ask the applicant for additional information or clarification. All award letters will come from UCCA and will explain the actions necessary to access awarded funds.

Report: Grantees will be asked to submit to susanmosey@gmail.com a report describing the use of the funds, the status of the business activities, and the impact of the business activities on the neighborhood within six months of the award of SBSEP funds. This report should be no longer than two pages. Photos of activities related to use of SBSEP funds will be welcomed.

Questions?: All questions regarding the Hubbell Fund or this SBSEP application process should be directed to Susan Mosey at 313-577-5088 or susanmosey@gmail.com.

APPLICATION

Hubbell Fund Small Business Support for Entrepreneurs Program A Program of University Cultural Center Association (UCCA)

*This application is intended to be completed electronically.
Please limit the total number of pages to no more than five (5).*

Date:

Name of Business:

Business Owner/Applicant:

Location of Business:

Contact Information for Applicant:

Mailing Address:

Phone:

E-mail:

Amount of SBSEP Funding Requested: \$ _____

Please describe your business (or proposed business).

Please indicate whether this is an existing business or a proposed business. If an existing business, please describe the history of the business (e.g., number of years in operation, employees, revenue, etc.). If a proposed business, please describe the steps you have taken to establish a business plan and vet your business concept.

Please indicate whether you lease or own the space in which the business does/will operate.

Please describe the proposed use of SBSEP funding.

Please describe briefly how the opening or retention of your business advances the revitalization of Detroit's Midtown? Please note specifically if your business does or will:

- (a) employ Midtown residents
- (b) buy goods or services from other Midtown businesses
- (c) otherwise support other Midtown businesses
- (d) provide new services to Midtown residents
- (e) decrease blighted conditions in Midtown
- (f) improve safety in Midtown
- (g) occupy a building or space previously vacant.

Is the business owned by a minority? _____ a woman? _____ a Detroit resident? _____

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Committee Notes (re serving the purpose of the Hubbell Fund):

UCCA Notes (re advancing the revitalization of Midtown):