

Application Process

And Criteria



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"Cultivating Socially Sustainable Business Practices"

GASOLINE ALLEY FOUNDATION, INC. MISSION STATEMENT

The Gasoline Alley Foundation will create an Entrepreneurial Incubator that will facilitate the growth and sustainability of start-up inner city businesses while revitalizing an abandoned industrial neighborhood.

We will aspire to have a positive impact on the immediate community's economic health by incorporating commerce, housing and recreation.

We aim to produce successful businesses, through an array of business support services, create an attractive recreational environment to conduct commerce, provide affordable housing and insure that those developed businesses can leave the program with the tools necessary to sustain themselves independently.

The Gasoline Alley Foundation will encourage all participants to operate their businesses in a socially responsible manner.

FACILITIES AND EQUIPMENT

The Gasoline Alley Foundation provides a professional business environment, which is shared by all Associates. The building is accessible to tenants during normal business hours, usually between the hour of 7:00am - 5:00pm, Monday through Saturday. There are three services components offered by the Foundation: Facilities & Equipment, Consultation, and Resources. These service components and the particular services listed are subject to change as determined by the Gasoline Alley Foundation, Inc. staff, and there is no guarantee that the listed below will continue to be offered.

Telephone Services

Telephone connections must be arranged by tenants.

Internet/ Intranet Access

Wireless internet connections are available to all

Mailing Center

UPS, Fed X, Express Mail, Courier Services, and USPS are available.

Copier Services

Availability of a shared copier for short run photocopies. The copier will be PIN code activated to itemize appropriate per-copy charge for associate usage. Maximum monthly copies allowed are 250. After this amount, associates pay two cents per copy.

Fax Machine

Availability of a fax machine. Local faxes are free of charge. Associates pay for all long distance calls.

Break Room

A common lounge area is available for Gasoline Alley Foundation, Inc. staff and Associate's use.

Janitorial Services

Tenants are required to arrange for the cleaning of their own suites. Trash will be emptied.

Parking

Tenants and guest park on the side of the building and are limited to the number of parking spaces they may occupy (to be negotiated at lease signing).

CONSULTATION

Access to professional services including business and technical consulting is available. The Gasoline Alley Foundation, Inc. serves as a liaison for accessing business and technical services from public and private sectors. Gasoline Alley Foundation, Inc. staff will attempt to coordinate appropriate faculty, staff, public and private agencies on the associate's behalf. Private resources may also be recommended, when appropriate. It is the associate's responsibility to reach an understanding with consultants regarding compensation, if any, for these services. There is no guarantee that the services listed below will continue to be offered.

Legal and Accounting Services

A list of legal and accounting firms within the service area can be provided upon request. Associates are free to choose from that list, or engage anyone else.

Business Plan Assistance

Assistance is provided to help associates keep their business plans current. Utilizing resources from the public (e.g. SCORE~, SBDC, SBA, etc.) and private sectors, the Gasoline Alley Foundation, Inc. will offer associates a wide range of resources to help them with their business planning needs.

Insurance Options

Referral for health and disability insurance coverage is available,

Financing

The Gasoline Alley Foundation, Inc. provides guidance on available financing resources including traditional financial institutions, venture capitalists, angel investors, etc. Consultation on financial projections including cash flow, profit and loss balance sheets is also provided.

Marketing

The Gasoline Alley Foundation, Inc. advises associates on their marketing plans and outside referrals are made to assist associates with marketing plans.

GASOLINE ALLEY FOUNDATION APPLICATION

Date:

1. Business Name:

Doing Business As:

Business Address:

City, State, Zip:

Applicant's Name:

Applicant's Title:

2. E-mail address (if available):

3. Web Site:

4. Is your business: less than one-year___ or more than one-year ___ (check one).

5. Is your business a: Sole Proprietorship___ Partnership___

S Corporation ___ C Corporation___ or LLC___

6. If this is an existing business how long has it been in existence?

7. Give the name, address and telephone number of either the principal (proprietor), partner or major shareholders, or members of the entity.

Name

Address

Phone:

Title:

8. Briefly describe your business, its products and/or services and the market you are targeting or will target:

9. Approximately how much space will you need?

10. Do you have special facility needs such as, loading docks, high voltage, heavy equipment, computer services or telecommunications? Please list:

11. Can you identify accommodations for specialized equipment needs such as specialty machine tools, spectrometers, lasers, etc.?

12. Please identify any of the following services that you expect to utilize:

Office Support Services ____

Technical ____

Marketing ____

Financial Services ____

Legal ____

Accounting ____

Management ____

Information Technology ____

13. Will the company need financing? YES ____ NO ____

Briefly explain as to amount and anticipated purpose:

If you have a financial statement, balance sheet, profit and loss statement, and/or copies of federal tax returns relative to the business please attach them to this application.

FY Ending: ___'04 ___'05 ___'06 ___'07 ___'08 ___'09

15. Current number of employees: (full time) ___ (part time)___

Number estimated at time of occupancy: (full time) ___ (part time)___

Estimated number in 12 months: (full time) ___ (part time) ___

16. How did you learn about the Gasoline Alley Foundation?

Financial Disclosure Statement

Each person who signs below (the "Signer") certifies to the Gasoline Alley Foundation, Inc. that the information filled in and in any accompanying documentation is true, complete, accurate, and that each Signer will promptly notify the Gasoline Alley Foundation of any material changes to such information. Each Signer authorizes the Gasoline Alley Foundation to collect information relating to the Signer from time to time, including, but not limited to, consumer reports from consumer reporting agencies. It is further understood that any material misrepresentation will be grounds for denial of participating or removal from the program. This Personal Financial Statement and any accompanying documentation will remain the property of the Gasoline Alley Foundation.

Name (please print)

Signature Date

Date of Birth Social Security Number

Relationship to Business Applicant Owner Non-Owner

Name (please print)

Signature Date

Date of Birth Social Security Number

Relationship to Business Applicant Owner Non-Owner

Name (please print)

Signature Date

Date of Birth Social Security Number

Relationship to Business Applicant: Owner Non-Owner

This organization practices equal treatment of applicants and others. We do not discriminate by reason of race, color, religion, sex, marital status, handicap, age, or national origin in service or accommodations offered or provided to our employees, clients, guests or

STANDARDS OF CORPORATE SOCIAL RESPONSIBILITY

I (we) have read the accompany standards defining corporate social responsibility and will make every attempt at operating under the auspice of these standards:

1. Ethics

The company develops and implements ethical standards and practices in dealing with all company stakeholders. The company's commitment to ethical behavior is widely communicated in an explicit statement and is rigorously upheld.

2. Accountability

The company acknowledges that many constituents have legitimate interests in its activities and discloses information in a timely manner so that stakeholders can make informed decisions. Stakeholder need-to-know takes precedence over inconvenience and cost to the corporation.

3. Governance

The company balances the interest of employees, customers, investors, lenders, suppliers, affected communities, and other stakeholders in strategic objectives as well as day-to-day management and investment decisions. The company manages its resources conscientiously and effectively, seeking to enhance both financial and human capita;

4. Financial Returns

The company compensates providers of capital with an attractive and competitive rate of return while protecting company assets and sustainability of these returns. Company policies and practices are established to enhance long-term growth and shareholder value.

5. Employment Practices

The company engages in human resources management practices that promote personal and professional employee development, diversity at all levels, and empowerment. The company regards employees as valued partners in the business, respecting their right to fair labor practices, competitive wages and benefits, and a safe, harassment-free, family-friendly work environment.

6. Business Relationships

The company is fair and honest with business partners, including suppliers, distributors, licensees, and agents. The company promotes and monitors the corporate social responsibility of business partners.

7. Products and Services

The company identifies and responds to the needs, desires, and rights of its customers and ultimate consumers. It strives to provide the highest levels of product and service value, including a strong commitment to integrity, customer satisfaction, and safety.

8. Community Involvement

the company fosters an open relationship with the community in which it operates that is sensitive to the community" culture and needs. The company plays a proactive, cooperative, and where appropriate, collaborative role in making the community a better place to live and conduct business.

9. Environmental Protection

The company strives to protect and restore the environment and promote sustainable development with products, processes, services, and other activities. It is committed to minimizing the use of energy and natural resources and decreasing waste and harmful emissions. The company integrates these considerations into day-to-day management decisions.

Signature: _____

Date: _____

Name (print): _____

Witness: _____

Application Checklist

The following information will be required of all Gasoline Alley Foundation applicants:

1. Application
2. Historical financial statements; please indicate the years attached (if applicable):

FYE 2005 _____
FYE 2006 _____
FYE 2007 _____
FYE 2008 _____
FYE 2009 _____

In addition to the above, please be sure to submit the most recent interim statements; period ending _____

If you have not been in business for a full fiscal year, please submit a current balance sheet and interim income statement.

If you are a start-up business, please submit an opening day balance sheet.

3. One (1) complete copy of business plan to include:
 - Cash Flow Performa, by month, for the next twelve (12) months.
 - Projections for the next three (3) fiscal years.
 - A written marketing strategy, to include an analysis of your defined customer, target market, strategy for market penetration, and competition.
 - A discussion on why you feel the Gasoline Alley Foundation is the ideal place for you to house your business and what you would like the Gasoline Alley Foundation to do for you.
4. Resumes on each principle.

APPLICATION AND CRITERIA INTRODUCTION

The Gasoline Alley Foundation (GAF) provides customized leases and on-going assistance too new and start-up businesses. Special emphasis is placed on those businesses that operate with a clear social mission. We look for businesses working in technology, service, manufacturing and/or product development, and whose success is determined to have economic development potential by creating jobs and rebuilding the economic health and viability of inner city communities.

APPLICATION PROCESS

General Guidelines:

The Gasoline Alley Foundation is designed to house retail establishments.

The Gasoline Alley Foundation tries to categorize applicants by industry sectors (technology, service, manufacturing and/or product development) in order to best match applicant needs and Gasoline Alley Foundation services.

The initial term of the lease will be a minimum of 12 months reviewed on an annual basis for extension of up to 36 months. Under special circumstances, an Associate may request a waiver of the lease terms to extend or reduce them.

Guidelines may be waived at the discretion of the Gasoline Alley Foundation Board of Directors.

Screening Procedures:

The Executive Director of the Gasoline Alley Foundation will prescreen each prospective Associate by reviewing the information Submitted. This information must include an application (see page 5), and a business plan. To help the applicant through the process, an application checklist has been attached. The Executive Director will interview prospective Associates to further determine their goals, needs and interests

Once accepted, the Executive Director will execute a formal Associate Agreement with the candidate on behalf of the Gasoline Alley Foundation.

This application should be returned to the attention of Kirsten Bonanza, Gasoline Alley Foundation, Inc., 250 Albany Street, Springfield, MA 01105-1018