



Small Business of the Year Application

Company Information:

Business Name: _____

Contact Name: _____

Street Address: _____

Phone: _____ Email: _____

Website: _____

General Information:

How and when did the business begin? _____

Number of employees: _____ Chamber member since: _____

What is your company's mission? _____

What are your principal products and / or services? _____

What are the benefits for working at this business? _____

Staying Power:

How does your business make its customer service stand out? _____

How do you measure customer satisfaction? _____

Commitment to local economy:

In what ways is the business committed to the local/regional economy? _____

Sustainability:

Describe your company's financial stability/growth trends over the past three years: _____

Business Integrity:

In what ways does the business demonstrate ethical business practices? _____

Adaptation:

What are some unique ways you grow your customer base? _____

Response to challenges:

What creative business practices has your company implemented to address challenges and/or adversity? _____

Community contributions:

Describe how your business gives back to the community and list any community service activities. _____

Leadership:

Describe how your employees have been catalyst for change in our community. _____

Please have the owner or manager of the business sign verifying the information contained in this application is complete and correct

(It is the responsibility of the business to update the evaluation committee or the Chamber Director of any changes that would affect the answers given in this application)

Owner or Manager Name: _____ Date: _____

Signature _____

Evaluation Process:

A volunteer committee will review and evaluate all submitted applications and select a winner based on the following criteria:

- **Staying Power** – A demonstrated solid business practice that promotes consumer confidence
- **Commitment to Local Economy** – A commitment to the local/regional economy
- **Sustainability** – Demonstration of increase in financial growth
- **Business Integrity** – Demonstration of ethical business practices
- **Adaptation** – An illustration of the creativity and imagination of the nominated business
- **Response to Challenges** – The ability to overcome challenges in which your business has been given
- **Community Contribution** – Company involvement/contributions in community service activities or civic organizations
- **Leadership** – Community engagement through leadership

No one area will disqualify a business from receiving the Small Business of the Year Award.

Return completed application package to: director@mecostacounty.com or mail to:

Small Business of the Year Selection Committee, c/o Jennifer Heinzman

Mecosta County Area Chamber of Commerce

127 South State Street, Big Rapids, MI 49307