

Selection Process

Initial Review

The McHenry Area Chamber President will review applications and contact the applicants with any suggestions for ways to strengthen your application (point out missing information, suggest additional resources at your disposal).

Jury Evaluation

Applicants will be scored based on concept, potential, and preparedness. Here are what the members of the jury are looking for:

BUSINESS READINESS

- Do you have a brand (logo, identity)?
- Do you already have an online presence (website, social media accounts)?
- Do you have a business plan?

Some things to include on your business plan:

Identity – This is a short summary of your business.

Problem/Solution – What problem does your business solve and how?

Target Market – Who are your customers? Try to be as specific as possible. What is the size of your market?

Competition – Who are your current competitors? How many are in the area? How are you different?

Marketing Activities – Describe your key marketing activities

Team – What is your company structure? Who is helping you with your endeavor? Have you considered staffing needs?

Partners and Resources – How are you getting your products? What else do you need to make your business successful?

Revenue – What are your sales projections? Have you considered cash flow?

Expenses – List your primary expenses.

Milestones – What do you hope to accomplish?

VIABILITY

- Do you provide a variety of well-made items in a niche market?
- Is there are clear demographic for your products?
- Is there room for growth?
- Would your concept be successful outside of the Riverwalk Shoppes location?

PASSION

- Do you seem to understand the time and financial commitment of owning a retail store?
 - Do you demonstrate ambition and passion for your business?
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Interviews

After the jury process, we will conduct in-person interviews with viable candidates to determine our final selections. You will have a chance to pitch us. We will also make sure you understand the requirements and expectations as a vendor. Coachability is also an important component to join the program, so we will be looking for vendors who want to learn and grow their business.