



THE MAYOR'S PRIZE PROPOSAL INSTRUCTIONS

Application Deadline: September 25, 2017 at 5pm MST

Proposals may only be submitted online at SHARE New Mexico

The Mayor's Prize for Entrepreneurship, powered by the Albuquerque Community Foundation, will specifically benefit the entrepreneurial ecosystem of Greater Albuquerque, New Mexico.

1. Awardees of the Prize will be:

- exempt from U.S. federal income tax pursuant to section 501(c)(3) of the Internal Revenue Code (the "Code") and classified as a public charity under section 509(a)(1) or section 509(a)(2) of the Code,
- affiliated with a nonprofit academic institution or governmental entity, and/or
- an alternative business model such as a cooperative network.
- located anywhere in the United States, however a local partner supporting the Greater Albuquerque area is required

Applicants can be an individual organization or a collaboration between organizations (out of state organizations will be considered if collaborating with an Albuquerque based organization).

Applicants can submit only one proposal.

Proposals will not be considered from applicants who are not in compliance with state and federal regulations. The Foundation will review all documents submitted, as well as every applicant's report from:

- Guidestar
- Office of the Secretary of State, Business Services Division
- Attorney General NM COROS

2. Requirements:

- Proposal Narrative/Questions
- A detailed project budget relating to this request with a line item estimate of income and expense (Also include a grant payment schedule if all funds are not required at the outset)
- Most recent financial statements, audited if possible (include management letter from auditor)
- Current year operating budget

- Listing of current members of the Board of Directors indicating officers. Include professional, business or community affiliations
- List of key staff and brief statement of capability of personnel responsible for this grant, (no résumés)
- Description of recent grants, pending proposals and/or plans for additional funding relevant to this proposal
- Description of the assets your organization is allocating to this program

3. Funding Areas:

Albuquerque is a city with great potential for entrepreneurial growth. The Mayor's Prize is committed to advancing the development of the entrepreneurship ecosystem in the Greater Albuquerque area, and is seeking bold, innovative ideas from applicants in one of the following categories:

1. Democratizing entrepreneurship: Organizations that bring a racial equity lens by supporting entrepreneurs who are immigrant, low-income, women, communities of color and other non-traditional business owners.
2. "Leaving the Nest" – Moving from incubator to storefront: Organizations that strategically support young companies to get them off the ground and give them the best chance for success by connecting entrepreneurs with service providers and nurturing their creativity and potential.
3. Bringing local innovations to market: Organizations responding in this category seek to support new and young firms built around technologies and innovations developed at one of the Albuquerque area's federally funded research and development centers, research universities, or other research institutions. The intent in this category is for Albuquerque to retain and grow businesses that have been developed in New Mexico.
4. Access to and connectivity of entrepreneurship resources: Organizations responding in this category seek to improve connectivity or collaboration between entrepreneurial support organizations in an effort to grow the local entrepreneurial ecosystem.
5. Connections for entrepreneurs in Greater Albuquerque to markets, resources, or other entrepreneurs:
 - Within Albuquerque
 - Within New Mexico
 - In regional, national, or international markets
 - In key demographic groups
 - In other sectors or businesses adjacent to theirs
6. Enabling high growth success: Organizations responding in this category seek to support high-growth firms, which have an outsized role in job creation and in wage growth and improving economic mobility.

7. Buy and make local: Organizations responding in this category seek to support local entrepreneurs in developing and manufacturing physical products locally at scale.

4. Narrative:

While the Mayor's Prize application is online via [SHARE New Mexico](#), the following bullets indicate information which will be required in various questions in the online application.

- Your organization and/or program's mission and goals.
- Explain how your idea is bold and innovative—a new approach to one or more of the challenges detailed in the funding areas defined above. Is it new to Albuquerque? Indicate anticipated community response.
- Specifically, how will your project address the identified challenge?
- Who will benefit from this project? Describe the population to be served including the approximate number of people/companies who will benefit directly and indirectly.
- How are you collaborating – sharing talent and resources with other assets in the ecosystem in a meaningful way?
- Do you have the right partners/team to see your program through?
- Define the anticipated outcomes and outputs of your approach.
- Describe your processes for measuring and evaluating the outcomes/outputs of your approach. When will they be achieved?
- What is the dollar amount requested, how will it be used?
- Start and end dates of the project or program – what month do you expect to begin? If it is an ongoing program currently in operation, give a brief history of the program.
- Do you expect to continue this project following the grant period? If yes, how will it be sustained in the future? If no, explain why not.

Applicants that do not meet the requirements or that submit an application that fails to address every one of these bullets will not be considered.

Please note: in addition to a financial award, recipients will participate in a cohort that will meet throughout the grant year.

Proposals must be received by 5pm on Monday, September 25, 2017

No exceptions can be made for late proposals. Finalists will be notified by November 10, 2017.

Winners will be announced November 16, 2017 during Global Entrepreneurship Week.

Attendance is required.

5. Judging:

Judges will evaluate each of the entries, select two or more winners and determine each prize amount.

Applicants may not contact judges and judges are not to contact contestants during the course of the program.

Prize winners will be selected using the criteria defined in the application form and a well-articulated narrative of how your organization will use the Prize to make Albuquerque a better place to live, work and prosper.

Your success will be defined, measured and documented by:

- Number of companies created or supported
- Number of jobs created or supported
- Revenue increase (if any) for entrepreneurs affected by the innovations
- Number of people/organizations brought together in connectivity
- Number activities, services or product(s) being innovated, developed or enhanced
- Number of leadership or structural barriers to the innovation identified
- Number of entrepreneurs engaged
- Number of connections made between entrepreneurs and other resources