



**2018 Frank G. Berlin, Sr.**

**RETAIL BUSINESS of the Year Award**

**Award Sponsored by: Shumaker, Loop & Kendrick**

**Eligibility Criteria:**

Eligible applicants must be a member of The Chamber in good standing on all commitments; must have less than 75 employees; and must be a locally-owned and operated “bricks and mortar” retail business under the same ownership for a minimum of three (3) years.

The Award is presented to the company. Previous winners are eligible again 5 years after receiving the award. Current employees and officers of the Greater Sarasota Chamber of Commerce and their respective companies are ineligible for the Small Business of the Year Awards. *Note: Finalists may be asked to provide additional documentation.*

**Application Guidelines:**

- \$15 fee to apply.
- Must be submitted on one (1) USB drive.
- Maximum number of pages not to exceed 12 pages. PLEASE BE CONCISE!
- Optional additional pages (photographs, news articles, product samples, etc.) may be placed at the end of your application. Do not place exhibits within the context of your application.
- The written portion of the application is to be completed by an organization principal.
- **DEADLINE for Submissions: Friday, March 16, by 4:00 p.m. NO EXCEPTIONS.**

Please provide the following information about your company:

Company Representative: \_\_\_\_\_ Title: \_\_\_\_\_

Name of Business: \_\_\_\_\_

DBA: \_\_\_\_\_

Business Address: \_\_\_\_\_

Business Telephone: (    ) \_\_\_\_\_ Fax: (    ) \_\_\_\_\_

E-mail: \_\_\_\_\_ Facebook: \_\_\_\_\_

Twitter: \_\_\_\_\_ Date Business Established: (Month \_\_\_\_\_ (Year) \_\_\_\_\_

Years Served in Present Position: \_\_\_\_\_ Number of Employees: \_\_\_\_\_

Are you currently involved in litigation or a lawsuit? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, please explain: \_\_\_\_\_

Have you ever been convicted of a felony? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, please explain: \_\_\_\_\_

***Check or Credit card number must be received at time of application submission to qualify.***

**Name on Card:** \_\_\_\_\_ **Card #:** \_\_\_\_\_ **Exp:** \_\_\_\_\_

**2018 Frank G. Berlin, Sr.  
 Retail Business of the Year Application**

- 1. General Business Information:** Describe the nature of your business (including products, services, and markets) and a brief history of the business.

**All Information Provided Herein Will Be Held In Strict Confidence.**

- 2. Recent Business History** – Complete the data below as a benchmark to judge the impact in the community and the local job market.

|   | 2015  | 2016  | 2017  |
|---|-------|-------|-------|
| a) Number of Employees                      | _____ | _____ | _____ |
| b) Gross Sales Volume (by range)<br>Ranges: |       |       |       |
| Less than \$100,000                         | _____ | _____ | _____ |
| \$101,000 - \$499,000                       | _____ | _____ | _____ |
| \$500,000 - \$1,000,000                     | _____ | _____ | _____ |
| More than \$1,000,000                       | _____ | _____ | _____ |
| c) Actual Percentage Growth in<br>Revenue   | _____ | _____ | _____ |

- 3. Business Management:** Describe how you manage your staff and business. You can include staff retention techniques, personnel development programs, continuing education, employee incentives, internal policies, social media reviews and comments, positive publicity, etc. In an ever challenging labor market, what steps will you take to become the employer of choice in the area?



4. **Innovation/Problem Solving:** Give at least one example of something your business did this past year to enhance your business, including illustrations of creativity and imagination; and/or challenges faced by your business and the solutions implemented to resolve them; or something that makes your business unique in this retail community.
  
5. **Community Involvement:** Describe your company's involvement in charitable organizations, volunteer activities, sponsorships, collaborations with others in the community, or anything else that demonstrates your active participation and support of the greater Sarasota community.
  
6. **Growth/Strategic Planning:** What are your company's goals over the next few years? Do you see yourself creating jobs in Sarasota? How will you execute your strategic plan?
  
7. **Please provide any additional information not previously covered.**

*I affirm that all of the information stated in this application is truthful, accurate and verifiable and I allow the release of general information (question 1) for publicity purposes.*

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*Applicant's Signature*

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*Date*