



Official Rules and Regulations

Eligibility

The Win Your Space YK competition (the “Competition”) is open to all legal residents of Yellowknife, Dettah and Ndilo who are 18 years of age or older at the time of submitting an entry to the Competition.

A proposed business can be a sole proprietorship, partnership or corporation. However, no franchises, or individuals looking to purchase/take-over an existing business will be considered. In the case of a two-person partnership, only one representative need apply to the Competition.

If the applicant is a current Yellowknife business owner, the application must 1) be unrelated to the applicant’s existing business, 2) introduce a new element not promoted at the applicant’s existing business, or 3) expand upon an element that would be removed from the applicant’s existing business.

The Win Your Space Yk Organizing Committee (the “Organizing Committee”) will have sole and absolute discretion in determining whether or not an applicant is eligible for the Competition under these Rules and Regulations and such determinations will be final.

Applicants must be willing to commit to signing a minimum one year lease for one of the participating listings.

Applicants are not eligible if the applicant, a partner of the applicant (if the applicant is a partnership), or an owner or director of the applicant (if the applicant is a corporation) is on the Organizing Committee or the Jury or if there is any other conflict of interest as determined at the sole discretion of the Organizing Committee.

Applicants must have submitted an entry into the Competition by 11:59 p.m. on Thursday May 23, 2019 to have their business idea considered as part of the Competition.

Permitted Uses

In addition to meeting the requirements of these Rules and Regulations, it is the responsibility of an applicant to adhere to all other by-law regulations including without limitation the City of Yellowknife Zoning By-Law, and the Business Licensing By-law as well as obtain all other approvals or licenses that may be required by the City, Territorial or Federal departments or agencies.



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Application and Selection Process

Applicants must submit their application between April 5, 2019 and 11:59 P.M. on May 23, 2019 through the registration form on the website. The Organizing Committee will appoint a jury (the “Jury”) who in turn will select up to ten applicants (the “Semi-finalists”) to advance to the next phase of the Competition and to receive free Business Development Workshops presented by the Win Your Space YK partners. The Semi-finalists are expected to attend all Business Development Workshops and the Jury will be advised of semi-finalists’ attendance. The Business Development Workshops will take place the following dates:

- June 5 How to Start a Business by Akaitcho BDC – 1 PM to 4:30 PM
- June 7 Public Speaking by Momentum Training 1:30 PM - 4 PM
- June 11 Your First Lease by CloudWorks –10:30 AM-12 PM
- June 13 Networking Event “Lessons I’ve Learned” - 5:30 PM -8 PM
- June 18 Small Business Budgeting - Crowe MacKay 9am to 4pm
- June 25 Yk Business Licensing, Permitting & BizPal by YK Chamber, City of YK, GNWT ITI – 2pm to 4pm
- June 28 Marketing by Outcrop - 3pm to 5pm
- Date TBD Social Media by With Media


Workshops are subject to change. Semi-finalists will be notified of any changes in dates and locations by email provided in submission.

Immediately following selection of the Semi-finalists all other applicants will be informed of their elimination from the Competition. The Organizing Committee strives to provide support to any viable business entering the Competition, whether or not that business wins the Competition. Applicants are encouraged to contact Competition partners to inquire about support available to them including but not limited to mentorship programs, educational tools, business centres, etc.

The Semi-finalists can obtain further assistance with their business plan submission from other business assistance services during the Competition, if they choose. Any/all additional services utilized will be at the applicant’s own expense and not reimbursed for by the organizers of the Competition.

Following the free Business Development Workshops, the Semi-finalists must submit a business plan, including a financial plan, marketing plan and start-up timeline by 11:59 P.M. on Sunday July 28, 2019 to winyourspace@yellowknife.ca. All documents submitted must include the first and last name of the applicant along with the business name on the first page of every document. Finalists must also submit a completed BDPF application form at this time.

The Jury will review all completed business plans, and other supporting documents submitted by the applicants and choose five finalists (the “Finalists”) who will be



expected to participate in a live finale presentation to be held on August 15, 2019. The Jury will provide feedback to the finalists on their business plan, and finalists will have the opportunity to submit additional documentation. Addendums must be received by Sunday August 11 at 11:59 P.M in order for the Jury to review before the Grand Finale.

It is advised that Semi-finalists start applying for financing pre-approvals as early as possible in order to have confirmation by the finale.

Each Finalist must owe no debt to the City of Yellowknife and be in good standing with the NWT Business Development and Investment Corporation (“BDIC”) and the Government of the Northwest Territories.


Any existing business, corporation, or society must provide proof of being in good standing in accordance with the provisions of the relevant Act.

The Finalists will present their respective business plans to the Jury and be asked to demonstrate, via a 5 minute business plan presentation, how the business will be displayed, marketed, etc. Following this appearance, the Finalists must be prepared to answer impromptu questions from the Jury and demonstrate product and business acumen as well as discuss financial planning for the purpose of sustaining a minimum one year commitment to lease. Following the live finale presentation, the Jury will select one Finalist as the Grand Prize Winner (see below for details). The Jury will also select a second place winner, and a third place winner.

The Prize Package

The Jury will use all documentation provided throughout the Competition and live presentations at the finale to select one business concept as the Grand Prize Winner. The winning entry will be awarded the Grand Prize, which includes one year lease in the location of their choice, to be selected from the list of participating spaces, up to a value of \$2,500 per month; a waived City of Yellowknife business licensing fee; and one year of free membership with the Yellowknife Chamber of Commerce. The Grand Prize Winner will be fast tracked under BDIC’s Business Development Project Fund (BDPF) and, provided all relevant eligibility requirements are met, will receive up to \$10,000 towards eligible start-up expenses. Additional prizes include businesses services as indicated on www.winyourpspaceyk.com.

The week following the Grand Finale, the Grand Prize Winner will be provided with a list of participating locations in downtown Yellowknife (as per the boundaries of the City of Yellowknife Zoning By-Law) to choose from. There is no guarantee that participating locations on the Competition website will still be available when the Grand Prize Winner is chosen and not all locations may be suitable for the proposed business. The Grand Prize Winner shall use best efforts to negotiate and execute a lease agreement with a potential landlord no later than November 1, 2019 (the “Lease Agreement”).



If selected as the Grand Prize Winner, the applicant agrees to accept the Grand Prize from the Organizing Committee. The City of Yellowknife will make lease payments directly to the landlord on behalf of the Grand Prize Winner. The Grand Prize Winner will not receive money towards the lease payments directly. The Lease Agreement, including the term which must be no less than 12 months, will be agreed upon by the landlord and the Grand Prize Winner and will not involve the City of Yellowknife, the Organizing Committee or its partners and sponsors. Any disagreements will be resolved between landlord and the Grand Prize Winner and will not involve the City of Yellowknife, the Organizing Committee or its partners and sponsors.

The amount to be paid by the City as lease payments shall only include the base rental cost plus any common area fees and will be no more than \$3,000.00 (the “City’s Contribution”). The City’s Contribution shall not include any other costs including but not limited to internet, telephone, cable or other utilities. The Grand Prize Winner is responsible for any lease payments or other costs associated with the Lease Agreement not covered by the City’s Contribution.

The Grand Prize Winner must make every reasonable effort to achieve a grand opening in the first quarter of 2020. This must be outlined in the winner’s business plan start-up timeline. Following the Grand Opening, the Grand Prize Winner must operate during all normal/customary business hours for the period that the lease payments are being covered, unless otherwise indicated in the business plan. The Grand Prize Winner must display the “Grand Prize Winner Plaque” acknowledging sponsors and partners of the competition for the entire 12 month period that lease payments are being covered. Plaque will be provided by the City. The Grand Prize Winner may not sublet any part of the leased space during the entire 12 month period that lease payments are being covered unless outlined in the business plan submitted and approved by the Organizing Committee on the winning entry.

In the event the Grand Prize Winner fails to meet any of its obligations under these Rules and Regulations, the City of Yellowknife may determine that the Grand Prize is forfeited by the Grand Prize Winner and offer the Grand Prize to another finalist, at the absolute discretion of the City of Yellowknife and the Organizing Committee. If the Grand Prize Winner closes the business prior to the end of their first year of business, the remaining prize amount may be offered to one of the Competition’s additional Finalists.

By accepting the Grand Prize, the winner releases and discharges the City of Yellowknife, the Organizing Committee, their partners, participating sponsors, information providers, content providers, advertisers, advertising agencies, promotional and marketing agencies, and any other legal entity involved with or otherwise providing services related to the Competition and all their respective employees, officers, directors, representatives and agents from any liability or damage due in whole or in part to the award, acceptance, possession, use or misuse of the Grand Prize or from participa-

tion in the Competition.

Properties are active listings. As such, if a property is leased during the Competition, it will be removed from the inventory of participating properties.

Information regarding the Grand Prize Winner will be posted on www.winyourspaceyk.com and will be released to the public through media alerts and other written and oral venues.

Additional prizes will be made available to the Grand Prize Winner, second, third place and People's Choice Award winners as available. The distribution of prizes is at the discretion of the City of Yellowknife and the Organizing Committee. In-kind prizes (including gift certificates) are not transferable and may not be redeemed for cash. In-kind prizes must be redeemed by September 1, 2020 unless otherwise agreed by winner, the provider, and the Organizing Committee. Prize winners shall not request extensions or substitutions.

At the discretion of the City of Yellowknife and the Organizing Committee, if any of the winners chooses not to claim a prize, or not follow through with their business plan, the remaining prizes will be offered to the next ranked finalist until all available prizes have been claimed.

All prizes are subject to the terms and conditions set out in these Rules and Regulations. All prizes are subject to change without notice, are not transferable, and may not be re-deemed for cash. A complete list of prizes will be kept up to date on www.winyourspaceyk.com

Agreement by Participating

By participating in the Competition, each applicant agrees to these Rules and Regulations and to all decisions, selections and judgements of the Organizing Committee and Jury, which are final and binding. Any complaints can be directed to winyourspace@yellowknife.ca.

The City of Yellowknife, the Organizing Committee and its partners reserve the right to use all participants' names, likenesses, pictures, portraits, voice, biographical information, written submissions, and written or oral statements, for advertising and promotional purposes related to the Competition or future competitions without additional compensation to participants unless required by law.

These Rules and Regulations are subject to change without notice.



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