

## VILLAGE OF SWANSEA, ILLINOIS

### TIF ASSISTANCE APPLICATION

#### INFORMATION REQUIREMENTS

The Village of Swansea, Illinois requires basic information from the applicant in order to make informed decisions about whether or not assistance to a new or expanding business is warranted.

These decisions will be based on sound business principles, and evidence that the proposed project will ameliorate blighting conditions, and further the protection of the health, safety and welfare of the citizens of Swansea.

Most forms of business financing require forecasts. These forecasts demonstrate not only the need for funds, but also the potential future value of debt repayments. Developing proper forecasts is therefore critical to obtaining venture capital and other funds for your business. Financial institutions require this information; the Village of Swansea also requires this information.

It is important that the forecasts submitted clearly:

- 1) Establish the need for TIF assistance in the amount requested;
- 2) Demonstrate the ability to repay the TIF Assistance provided by the Village of Swansea;
- 3) Indicate the applicant's understanding of the financial implications of the business' growth plans and its relationship to the future of the Village;
- 4) Portray a realistic measurement of the planned business activity, that is, integration of the financial plan with the business plan.

The business plan demonstrates the viability and potential of the business plus the applicant's knowledge and understanding of what is necessary to attain the business' objectives. It also allows the Village to evaluate both the potential for return on its investment and individuals who will manage the venture.

## CONFIDENTIALITY

The information presented will remain strictly confidential and will be shared only if the applicant allows it.

No commitments should be made with respect to any item to be financed from any assistance the Village of Swansea may offer prior to the adoption and execution of an ordinance by the Village authorizing such assistance.

If requested, the Village of Swansea will make the entire presentation confidential.

## APPLICATION FEE

The application for TIF Assistance will be reviewed and analyzed by a specialist retained by the Village. To cover such consultant service, a \$2,000 application fee, payable to the Village of Swansea must accompany all filed applications.

## APPLICATION FORMAT

The application package is structured in such a way where the free-flow of ideas and information can be presented. In order to facilitate its presentation and readability, design your application to follow the format.

Provide a front cover page, table of contents, General Information page, Subsidiary and Certification page, summary, and response pages. Responses to all the information requested on the following pages must be provided in your application. Answer all of the questions in the order presented. Include page numbers. Ten copies are requested.

Additional supporting information may be included.

Present the application package in an 8.5 x 11 inch format. Larger maps, if any, should be folded into the 8.5 x 11 inch folder.

Application should be filed with the:

Village Administrator  
Village of Swansea, Illinois  
1400 N. Illinois Street  
Swansea, IL 62226

TIF ASSISTANCE PROGRAM APPLICATION

VILLAGE OF SWANSEA, ILLINOIS

GENERAL INFORMATION

Proposed Project Name

Applicant or Firm Name

Address

City State Zip

Phone Fax

Name and Title of Chief Operating Officer

Attorney or Representative for Applicant

Street Address

City State Zip

Phone Fax

SUBSIDIARY OR OTHER COMPONENT INFORMATION

If the applicant is a subsidiary or other component of another company, corporation, partnership, et cetera, provide the following.

\_\_\_\_\_  
Parent Firm Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
City                                  State                                  Zip

CERTIFICATION

This applicant certifies that all information in this application and all information furnished in support of this application are given for purposes of obtaining financial assistance under the Swansea TIF Assistance Program, and is a true and a complete assessment of the best of the applicant's knowledge and belief.

The applicant further agrees not to discriminate upon the basis of race, age, sex, disability, creed or national origin in the operation of the proposed project(s). Verification of any information contained in this application may be obtained from any source named herein.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

PROJECT DESCRIPTION SUMMARY

1. Project Information

a. Provide a written description of the project. Provide a map and a site plan showing the specific location of the project and the area to be serviced by the project.

2. Definition of the Problem or Need

a. Identify the need or problem in the community which this proposed project will address. Explain why this proposed project is needed to correct a problem or meet the needs identified and why the TIF assistance is required to complete the project.

3. Project Objectives

a. The Village expects that the proposed project will make substantial long term improvements to the area. Describe the results expected, and how long will it take to achieve them. Be specific.

4. Brief Summary of Needs

a. Provide the data requested below in the application:

- 1. Total project costs \$ \_\_\_\_\_
- 2. Amount of TIF Assistance requested \$ \_\_\_\_\_
- 3. Other contribution from Developer \$ \_\_\_\_\_
  - a. Cash on hand \$ \_\_\_\_\_
  - b. Mortgage \$ \_\_\_\_\_
  - c. Other borrowing \$ \_\_\_\_\_
  - d. Other sources; Specify \$ \_\_\_\_\_

4. Source of estimate  
\_\_\_\_\_

5. Date of Estimate \_\_\_\_\_

5. Measure of Economic Growth and Benefits
  - a. Provide the number of both full (40 hour) and part-time employees that will be hired.
  - b. Provide the estimated increase in the annual payroll as a result of the facility, initially, within five years and over the long term.
  - c. List the possible related spin off jobs that may be created as a result of the facility.

### BUSINESS PLAN SUMMARY

Provide a one page summary of the key elements of the applicant's business plan.

- a. Briefly describe the business and its target markets.
- b. List reasons for the project's anticipated success.
- c. Describe the applicant's management team; emphasize relevant experience and special skills.
- d. Present a summary of key financial projections for the next three to five years.

### BUSINESS BACKGROUND

1. Provide a detailed business history.
  - a. Provide information on the founding of the business, its progress and a description of the founders stressing their experience.
  - b. Describe the product or services the company has developed or marketed and the success of each.
  - c. Provide the form of the organization, partnership, S corporation, R & D partnership, etc., and distribution of equity.
  - d. Present all past loans to or investments in the company by outside sources as well as management's investment in the company.
2. Describe in detail the product or service.
  - a. State the distinct benefits of the product or service to be provided.

- b. Are any licenses, authorizations or other approvals needed in order to open the proposed project. If so, what are they, and when will they be received?
3. Provide market discussion. (This report is confidential.)
  - a. Present a comprehensive description of the present market and future market opportunities for the proposed project. Describe the results of all market research, surveys and analysis. Outline any plans for future research.
  - b. The response must address, but need not be limited to the following:
    1. The customers profile
    2. The size of the market for the proposed project (gross dollar amount, number of persons etc.) and its size in five years.
    3. The market location (Swansea residents, metropolitan St. Louis, regional, etc.)
    4. The reasons that the Swansea TIF districts are a suitable location for the proposed project.
    5. What special characteristics does the market have and how/why will proposed project meet them.
4. Describe all probable competition.
  - a. Identify all probable competitors, indicate any special strengths, weaknesses and market share of each.
  - b. What share of market will be captured by the proposed project in the next three to five years?
  - c. Cite principal competitive factors in the marketplace.
  - d. Analyze possible competition, within the market place. Why will the proposed product be able to successfully compete in the market place.
5. Describe marketing effort.
  - a. Define your marketing strategy.
  - b. Show a marketing plan.

MANUFACTURING AND OPERATIONS DETAIL DISCUSSION  
(For the businesses engaged in manufacturing, research and similar activities only)

- a. Summarize the nature, quality and extent of the company's overall manufacturing and research facilities.
- b. What is the company's planned expansions, production strengths and weaknesses.
- c. Where is production handled?

DESCRIBE THE MANAGEMENT TEAM IN DETAIL

- a. List all names and affiliations of the Company's Board of Directors.
- b. Show experience and competence of all management personnel.
- c. Describe the management structure with job descriptions and any of the unfilled positions.

PROVIDE DETAILED FINANCIAL PROJECTIONS

- a. Bring together all sales, market and cost projections into a summary-type financial format.
- b. Provide a 3-5 year financial projection for the proposed project.
- c. If applicant is an existing firm, provide past financial statements (balance sheets, profit-loss statements, statements of source and application of funds) for past three years.
- d. Provide all current financial statements.
- e. Provide profit and loss projections and cash flow projections on a monthly or quarterly basis, (if possible) for the first two years of the proposed project and then annually for three subsequent years.
- f. Provide estimated target date to begin construction.
- g. Provide estimated target date to begin operation.