

BE BOLD IN BROOKVILLE

REQUEST FOR PROPOSALS (RFP)

Be Bold in Brookville – New Business Recruitment 2026

Issued By: Main Street Brookville, Inc. Brookville, Indiana

Purpose

Main Street Brookville is seeking proposals from aspiring entrepreneurs, existing business owners, and creative thinkers interested in launching a new business in downtown Brookville. Through the **Be Bold in Brookville Initiative**, we aim to strengthen our historic commercial district, fill key storefronts, and support businesses that enhance local quality of life and attract year-round foot traffic.

Downtown Traffic & Visitor Activity

Downtown Brookville benefits from **steady, year-round local activity** and **significant seasonal tourism surges** driven by Brookville Lake, outdoor recreation, and regional events. Main Street sees consistent weekday traffic from residents, courthouse activity, and local workers, with **notable increases during peak tourist season**, especially on weekends.

Businesses located in the Main Street district benefit from:

- **High summer and fall visitor volume** tied to boating, camping, and lake tourism
- **Event-driven spikes** during festivals, parades, and downtown programming
- **Reliable weekday traffic** from government, professional services, and local commerce
- **Regional draw** from nearby communities and travelers passing through Franklin County

These patterns create a strong foundation for retail, food, and entertainment businesses seeking both dependable local customers and seasonal boosts.

This RFP invites innovative business concepts that align with community needs and the long-term vision for a vibrant, walkable, and economically resilient downtown.

Priority Business Types

Proposals featuring the following business types will receive strong consideration based on community demand and market gaps:

- Mercantile-style general goods shop
- Bike shop (sales, service, rentals)
- Sporting goods store
- Men's apparel or accessories
- Children's boutique or specialty retail
- Tea room or small café
- Candy store or sweet shop
- Bakery (artisan, specialty, or traditional)
- Restaurant (new style for town)
- Quilting/Crafting
- Specialty entertainment (gaming, hobby shop, escape room, creative experiences, etc.)
- Artists/Creatives

Other creative, feasible, and community-enhancing concepts are also welcome.

Program Benefits

Selected applicants may be eligible for support through the Be Bold in Brookville Initiative, which may include:

- **Jumpstart Lease Assistance:** Temporary lease support for a defined period. Awards range from **\$6,000 to \$10,000**
- **Business Bootcamp:** An 8-week training program covering finance, marketing, operations, and compliance
- **Mentorship & Technical Assistance:** Access to local experts, business coaches, and peer support
- **Visibility & Promotion:** Marketing support through Main Street Brookville channels
- **Potential Access to Available Storefronts:** Coordination with local property owners to match businesses with suitable spaces

Final benefits may vary based on available funding, property availability, and applicant needs.

Selection Capacity

A maximum of **five applicants** will be selected for the 2026 cohort. This is a competitive process, and **not all applicants will be chosen**.

Eligibility

Applicants must:

- Be at least 18 years old
- Demonstrate the capacity to operate a business (experience not required but helpful)
- Commit to participating in the Business Bootcamp if selected
- Be willing to locate the business within Brookville's designated Main Street district
- Provide a feasible business plan and timeline

Proposal Requirements

A complete proposal must include:

1. Business Concept Overview

- Business name (working or final)
- Description of products/services
- Target customers
- How the business fits downtown Brookville's needs

2. Market Feasibility

- Competitor analysis
- Estimated demand
- Unique value proposition

3. Operational Plan

- Hours of operation
- Staffing needs
- Equipment or build-out requirements

4. Financial Plan

- Startup budget
- First-year projected expenses and revenue
- Funding sources (personal investment, loans, grants, etc.)

5. Timeline

- Estimated opening date
- Key milestones (training, build-out, licensing, etc.)

6. Space Needs

- Preferred square footage
- Special requirements (kitchen, ventilation, storage, accessibility, etc.)

Evaluation Criteria

Proposals will be evaluated based on:

- Alignment with priority business types
- Feasibility and sustainability of the business model
- Potential to increase foot traffic and enhance downtown vitality
- Applicant's readiness and commitment
- Fit with available storefronts
- Creativity and community impact

Submission Instructions

Deadline: Proposals must be submitted by **April 20th, 2026**

Submission Method:

Email proposals to info@mainstreetbrookville.org

or deliver a printed copy to: **Main Street Brookville, Inc. 632 Main Street**

or mail to **Main Street Brookville, PO Box 61 Brookville IN 47012**

Questions may be directed to **Christine Craig** at info@mainstreetbrookville.org 765-547-3454

Selection Process

1. Review of written proposals
2. Interviews with selected applicants
3. Participation in Business Bootcamp
4. Final selection and matching with available storefronts
5. Awarding of Jumpstart lease assistance (if applicable)

About Be Bold in Brookville

The Be Bold in Brookville initiative is a collaborative effort powered by Main Street Brookville in partnership with the Franklin County Community Foundation (FCCF), the Brookville–Franklin County Chamber of Commerce, the Town of Brookville Redevelopment, local property owners, and key community stakeholders. Together, these organizations are aligning resources, expertise, and shared vision to support new entrepreneurs, strengthen downtown vitality, and ensure that selected businesses have the guidance and community backing needed to succeed.

