



### **Define Obra Project:**

Obra Project is a business incubator located in Downtown Moses Lake at 205 S. Division Street.

Obra is originally a Spanish word that means work, play, piece, handiwork, building site, doing, production, workmanship, effort, and exemplar. Project is defined as an individual or collaborative enterprise that is carefully planned to achieve a particular aim.

A businesses incubator is a program that allows an entrepreneur or fledgling company to move into a professional setting. It is a shared space that houses other complementary start-ups and provides a strong level of support to get a business going. The shared space is intended to empower entrepreneurs and provide them with a minimal risk/fail-fast opportunity as they transition their “at home business” to a storefront in the public eye. Counseling, consulting, and technical support provided by the Downtown Moses Lake Association (DMLA) and our community partners, is carefully crafted to set each incubator participant up for success. The overall goal would be for this experience to provide the tools and resources necessary for a business to “graduate” out of this program and move their business into their own downtown storefront.

### **Our Goal for Moses Lake:**

We are planning to combine three dreams into one: establish a Creative District in Downtown Moses Lake, provide a platform for our local entrepreneurs to thrive and bring an exciting “third place” to our community.

This creative community incubator will not only rekindle our pre pandemic vibrancy, it would also bring many ideas and local entrepreneurs to the surface. We will be recruiting tenants to the incubator that fit hand in hand with those vital to a thriving Creative District including retail, boutiques, crafts, art, maker/workspace, and other creative jobs. Putting these powerful minds in one space, centered in our downtown, is a tool to initiate the energy and progressiveness our community is longing for. It becomes a third place, because consumers can expect an experience when they visit the business incubator. There will be a lounge and frequent small events such as pop-up art shows, live music and incubator showcases.

### **The Perfect Fit:**

The Obra Project works with motivated individuals that are ready to share their ideas and talent with Moses Lake. We expect that each tenant will be at a different stage with their business upon applying to the incubator, requiring our process to provide a variety of “tracks” tailored to specific timelines. The perfect fit for the Obra Project could be anything from a mature idea to a pop-up business in need of a test run on Moses Lake’s demographics.

As mentioned above, one of three main goals is to jumpstart Moses Lake’s proposed Creative District. The Obra Project is actively seeking “Creative Businesses” to fill our six slots in the incubator.

### **Eligible businesses include but are not limited to:**

*Priority Businesses:*

- o Craft store



- o Artisan Crafts
- o Boutiques
- o Entertainment:  
Family Activities, Art classes & Workshops.
- o Retail
- More Creative Jobs:*
- o Graphic Design
- o Photography
- o Web Design
- o Marketing Manager
- o Author/Illustrators
- o Event Planner

### **Checking the Boxes:**

A thriving downtown is a downtown filled with variety and memorable experiences. The Obra Project is looking for ideas and product that does not currently exist in our downtown corridor. Instead, we hope to recruit businesses that complement the makeup of our current downtown. This project aims to fill a gap in Moses Lake, looking for original ideas that bring excitement to our community. It's a search for entrepreneurs that can identify a product or service that currently demands local dollars to be spent elsewhere.

Part of Downtown Moses Lake Association's mission is to facilitate projects that create a stronger and more vibrant community through memorable experiences and opportunities. As an additional effort to make downtown a bit stronger each day, the Obra Project seeks tenants that envision themselves in a downtown storefront post-graduation from the incubator.

### **Digging Deeper: Time Expectations**

The Obra Project is a strategically designed support system meant to set our local entrepreneurs up for success. Tenants are asked to attend 75% of monthly workshops and meetings hosted by the Downtown Moses Lake Association, Small Business Development Center and other experts.

Obra Project Hours:

Sunday – Closed.

Monday – Closed.

Tuesday – 11:00am – 6:00pm

Wednesday – 11:00am – 6:00pm

Thursday – 11:00am – 6:00pm

Friday – 11:00am – 6:00pm

Saturday – 10:00am – 4:00pm

We would like our tenants to stick to these hours the best that they can. There are resources available through SkillSource to help pay for temporary staffing while you are getting started! The application will ask about your availability and time commitment.

Time Expectations: IMPORTANT NOTES!

\*If you cannot commit to these times, it does not eliminate you from our application process.

\*We expect tenants to follow the same guidelines as the Moses Lake School District when deciding to close their business due to weather.

\*If a tenant needs to close their business for any reason (sick, vacations, obligations, etc.) the tenant must do their absolute best to find coverage for their space.

### **Digging Deeper: The Benefits**

#### Workshops/Trainings:

The Obra Project partners with the local entities and organizations to provide monthly workshops/trainings designed to set a fledging business up for success.

The first workshop is a business seminar, identifying every key point necessary to own and operate a business.

#### Other workshops include:

- o How to Start a Business in WA State  
-Permitting, licensing, & formation.
- o Business Plan Outline
- o Business Finance Essentials
- o E-Commerce
- o Advanced Marketing and social media
- o Legal Obligations and Business Fundamentals

Ongoing technical support will also be available from the Downtown Moses Lake Association Executive Director and board members.

#### Assignments:

The Obra Project works closely with a tool recently launched by the Washington State Department of Commerce – The Creative Academy. The DMLA will assign tasks from the Creative Academy to be completed by Obra Project tenants. Some assignments will require tenants to work with Small Business Development Center Advisors.

#### *Low Risk Rent/Support:*

The incubator would provide accessible, visible, and flexible rent in our downtown area. Sharing a space with other complementary startups, would be a self-sufficient support system all on its own. It keeps the risk of failure at an all-time low, allowing an entrepreneur to test out their services on our existing market. A meeting will be held once a month with all business incubator tenants and the DMLA Executive Director. The purpose of this ongoing meeting would be to constantly improve the incubator, discuss what is working/what is not and any resources the DMLA can help provide to tenants.

For the first three months in the incubator, tenants are required to meet one on one with the DMLA Executive Director. After three months this meeting will be optional.

#### *Shared Equipment:*

Tenants will have access to shared equipment and meeting space within the incubator. Equipment includes copier, scanner, printer, paper, ink and Point of Sale System.

#### *Exposure/Membership:*

The Downtown Moses Lake Association has a marketing budget of at least \$5,000 a year.

The incubator and its tenants would be a large part of this advertising budget.

Tenants will be considered a member of the DMLA with no extra payment.

The incubator is located on prime real estate right in downtown Moses Lake. Each tenant will have their name displayed on the outside of the incubator in large matching vinyl.

### **Beyond the Incubator Rent Grant:**

This incubator also provides an opportunity to apply for one-year paid rent. Requirements to be eligible would be:

- \*Participating for at least 2 full years in the business incubator.
- \*Attend 70% of the provided workshops/trainings.
- \*Attend 50% of monthly incubator meetings.
- \*Completed quarterly check-ins with the DMLA Executive Director.
- \*Completed and following a successful business plan.
- \*Can prove a steady and sustainable cash flow during their time in the incubator.
- \*Schedule a one-on-one meeting with Downtown Moses Lake Association ED prior to applying.
- \*Provide a “Beyond the Incubator” business plan that illustrates the entrepreneur’s growth and independence.
- \*Fill out “Beyond the Incubator” application to be evaluated by a community panel.

### **The Milestones:**

- Establish business name
- Formulate business plan
- Apply for business license and UBI number
- Design business logo
- Open business bank account
- Secure Point of Sales (POS) machines
- Application and obtaining Taxpayer’s ID
- Purchase of Insurance
- Loan applications
- Promotional material
- Create official website for the business
- Advanced social media marketing
- Community outreach
- Prep for a space downtown
- Internal business strategies
- Promotional calendars

### **Cost and Size:**

Tenants can stay in the incubator for a maximum of 3 years, with an increased rate of 35% each year.

#### *Highest Exposure Space: \$150/Month*

This space is the first business you see when walking into the incubator or looking through the windows. Because of its high exposure, we require a drawing/diagram of the future tenant’s plan for aesthetics. It is also the smallest of the spaces, currently home of Evalee Ray’s Plant Shop. Great for plants, jewelry, apothecary, or smaller boutique items.

#### *The Brightest Spot: \$150/Month*

10ft x 17ft space flooded with natural light and open space. This will also be one of the first businesses that people see while glancing through the giant windows that canvas the building. This is the perfect spot for an art gallery or various types of art spaces. Currently home to Hannah Fountain Art.

#### *Creative Boutiques: \$150/Month*

10ft x 24ft spaces with large empty walls to hang art, shelves, and/or any type of inventory the tenant desires. These spaces are a wonderful choice for retail and artisan boutiques with a decent amount of inventory. Currently home to Liberate and Lather, Tree Fort Children’s Museum and Goathead Sawmill.

### **The Graduation Policy:**

Incubator Program Tenants may be graduated or choose to graduate from The Obra Project if program management determines the company has met one or more of the following conditions:

- Completed 1 year in the Incubator Program.
- Reaches annual sales of \$50,000, is financially stable, and has steady positive cash flow.
- Space requirements of the business exceed Incubator capacity.
- Ownership in the company changes significantly since acceptance into the program (new ownership can reapply to the program).
- The Incubator Program Tenant provides appropriate notice as prescribed in the Lease Agreement.

**The Basics:**

*Name:*

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*Mailing Address:*

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*Email:*

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*Phone Number:* \_\_\_\_\_ *Current Job Title:*

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*Current Place of Work:*

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*Instagram:* \_\_\_\_\_ *Facebook:* \_\_\_\_\_

*LinkedIn:* \_\_\_\_\_

*\*Attach PDF of current resume.*



*How did you hear about the Obra Project?*

- Facebook
- Media
- Referral
- Other \_\_\_\_\_

**The Why:**

*What inspired you to apply to be a participant of the Obra Project?*

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*How is your project synergistic with the goal of the Obra Project?*

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**The What:**

*Business Name:*

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*Briefly describe your idea, product, or service:*

*\*Attach separate document if you would like more room.*

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*Describe the "prep work" that has gone into your business idea. Have you obtained a business license or UBI number? Do you currently have a business mentor/advisor you work with? Have you researched Moses Lake Demographics in comparison with your business idea?*

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*UBI Number:*

*\*Acceptance to the Obra Project without a business license is permitted, however a business license (with the Obra Project address) must be obtained before official sales can begin.*

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**The Lifestyle:**

*Can you commit to the hours of the Obra Project?*

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*Is the proposed business idea something you see as a part time position, a hobby or are you ready to jump into full time?*

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*What current business resources do you utilize or have access to?*

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**The Expectation:**

*What do you hope to gain by participating in the Obra Project?*

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*What area(s) would you need the most help with during your time in the incubator?*

*Ex. Creating a business plan/licensing, taxes, documentation, etc./marketing/adapting to Moses Lake's demographics/building cliental/etc.*

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*What areas of personal expertise will help your business succeed?*

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*What supplies/office materials do you need immediate access to?*

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*Rate the maturity of your business at the time of this application.*

*1-An idea - 10-I'm ready for my own brick and mortar. \_\_\_\_\_*

*Additional Comments:*

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**The Details:**

*Are you able to commit to monthly meetings and workshops as part of the incubation process?*

- Yes  
 No  
 Maybe

*Do you see yourself as a competitor to any existing downtown businesses?*

- Yes  
 No  
 Maybe

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Do you see yourself in a downtown storefront post-graduation?

- Yes
 No

The Next Step:

Please list at least three days and times you would have available in the next 2 weeks to meet with the Downtown Moses Lake Association Executive Director and Board of Directors:

Four horizontal lines for listing available days and times.

When would you be available to move into the incubator? Please circle.

Mar. Apr. May. June. July. Aug. Sept. Oct. Nov. Dec.
2023. 2024.

Please attach any additional comments or information you would like to include on a separate document.

Thank you for applying to the Obra Project! Please review the options below to turn in your completed application. Call Lexi (509) 770-1700 with any questions.

Scan document to: director@downtownmoseslake.org
Mail document to: Downtown Moses Lake Association PO Box 1201 Moses Lake, WA 98837
Deliver document to: Obra Project. 205 S Division St.