



CITY OF CYPRESS | NEXT UP! BUSINESS GROWTH PROGRAM

BUSINESS GROWTH ASSESSMENT FORM

Please complete all sections of this form by providing clear and specific responses to each question. If additional space is needed, you may attach extra sheets as necessary. It is the applicant's sole responsibility to ensure all responses are complete, accurate, and thoughtful before submission.

The City of Cypress will not review this form for completeness. Incomplete or insufficient responses will result in automatic disqualification without an opportunity for revision or resubmission. By applying, you acknowledge and accept these terms.

Business Name: _____

Business Address: _____

Applicant Name: _____

BUSINESS GROWTH OBJECTIVES

1. What are your business's primary growth objectives for the next 12 to 24 months? *(Select all that apply and provide details below.)*

- ☐ Increase revenue
- ☐ Expand customer base
- ☐ Launch new products/services
- ☐ Enter new markets
- ☐ Hire additional staff
- ☐ Improve operational efficiency
- ☐ Other (please specify): _____

- 2. What challenges or barriers are currently limiting your business's growth?** *(Provide specific examples, e.g., limited capital, lack of marketing reach, insufficient staff, etc.)*

- 3. How will the \$10,000 grant help your business achieve its growth objectives?** *(Be specific about the anticipated outcomes.)*

GROWTH IMPACT

- 4. What measurable outcomes do you expect to achieve with the grant funds?** *(Examples: percentage increase in revenue, number of new customers, amount of cost savings, etc.)*

5. How will this funding improve your products, services, or overall customer experience?

6. If applicable, describe how this funding will help your business contribute to the local community or economy.

MONITORING AND ACCOUNTABILITY

7. How will you track and measure the success of your growth plan? *(Examples: monthly revenue reports, customer surveys, operational metrics, etc.)*

ADDITIONAL INFORMATION

8. Is there anything else you would like us to know about your business or growth plans?

9. Please attach any supporting documents that demonstrate your growth objectives or spending plan (e.g., business plan, financial statements, quotes, etc.).