

# 12th Annual Inner City 100



## What is the Inner City 100?

The Inner City 100 recognizes the 100 fastest growing companies in America's inner cities. Created by the Initiative for a Competitive Inner City (ICIC) twelve years ago, the program spotlights and supports growing companies in urban areas, highlighting the importance of creating healthy inner city economies in order to develop strong urban communities.

The Initiative for a Competitive Inner City is a national not-for-profit organization founded in 1994 by Harvard Business School Professor Michael Porter to promote business-led economic development in America's inner cities through private sector engagement that leads to job, income and wealth creation for local residents. ICIC brings together business and civic leaders to drive innovation and action, transform thinking, and accelerate inner city business growth.

Each year, ICIC seeks nominations and selects the fastest growing companies from among the applicants. Winners are determined based on revenue growth over a five year period (2004-2008 for the 2010 list). For the 2009 list, the median growth rate of the 100 winners was 236% over the five year period.



## 2010 Application Form

### Eligibility for the 2010 Inner City 100

To apply for the list, companies must complete a brief, one-page application form. Companies that qualify based on that application are then invited to complete a survey and provide financial documentation to verify self-reported sales figures.

#### To qualify for the 2010 Inner City 100, a company must:

- ▶ Be an independent, for-profit corporation, partnership, or proprietorship.
- ▶ Be headquartered in or have 51% or more of its physical operations in economically distressed urban areas.\*
- ▶ Have ten or more full-time employees in 2008.
- ▶ Have a five-year operating sales history (2004-2008) that includes:
  - an increase in 2008 sales over 2007 sales
  - sales of at least \$200,000 in 2004 and at least \$1 million in 2008.

\*Inner Cities are defined as urban areas within central cities with a population of at least 100,000 people that have higher poverty and unemployment rates and lower median household income levels than the surrounding Metropolitan Statistical Area (MSA).

### How do companies benefit?

The Inner City 100 list receives substantial national and local media attention and is featured in *BusinessWeek SmallBiz* magazine. Past winners have cited meeting major investors, winning multi-million dollar contracts and gaining increased credibility as direct results of appearing on the list. Inner City 100 companies are also invited to the Inner City 100 CEO Forum at Harvard Business School.

### Does your company qualify?

For more information, please visit [www.icic.org](http://www.icic.org), or contact **Alex Rodriguez at (617) 297-3140** or [innercity100@icic.org](mailto:innercity100@icic.org).

Applications may be submitted online at [www.icic.org/innercity100application2010](http://www.icic.org/innercity100application2010) or sent to **Alex Rodriguez via fax at (617) 292-2380** or mail at:

ICIC | 200 High St., 3rd Floor | Boston, MA 02110

**THE DEADLINE FOR COMPLETED APPLICATIONS IS OCTOBER 31, 2009.**

\*\*Any information provided on this application will be used by ICIC and *BusinessWeek SmallBiz* magazine to determine eligibility for the Inner City 100 program and list which will be published in *BusinessWeek SmallBiz*.

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## 2010 Application Form

COMPANY NAME \_\_\_\_\_ YEAR FOUNDED \_\_\_\_\_

ADDRESS (HEADQUARTERS) \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ ADDRESS SINCE (PROVIDE YEAR) \_\_\_\_\_

PHONE \_\_\_\_\_

WEBSITE \_\_\_\_\_

CEO NAME \_\_\_\_\_ CEO EMAIL \_\_\_\_\_

CONTACT NAME (IF THERE IS SOMEONE OTHER THAN THE CEO WE SHOULD CONTACT REGARDING THE INNER CITY 100) \_\_\_\_\_

CONTACT EMAIL \_\_\_\_\_

BRIEF BUSINESS DESCRIPTION \_\_\_\_\_

▶ COMPANY'S NAICS CODES (NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM): \_\_\_\_\_

▶ NUMBER OF FULL-TIME EMPLOYEES 2008 \_\_\_\_\_ 2004 \_\_\_\_\_

▶ NUMBER OF PART-TIME EMPLOYEES 2008 \_\_\_\_\_ 2004 \_\_\_\_\_

▶ FISCAL YEAR REVENUES (TOTAL NET SALES) 2008 \_\_\_\_\_ 2007 \_\_\_\_\_ 2006 \_\_\_\_\_ 2005 \_\_\_\_\_ 2004 \_\_\_\_\_

▶ PLEASE TELL US HOW YOU CAME TO APPLY TO THE INNER CITY 100:

- I am a past Inner City 100 winner
- I was nominated by Mayor \_\_\_\_\_, from the city of \_\_\_\_\_  
Name of Mayor's office contact \_\_\_\_\_ Email/Phone \_\_\_\_\_
- I found out about the program through Staples
- I became aware of the list through the media:  
Name of media outlet \_\_\_\_\_
- Other source (Please specify)  
Name \_\_\_\_\_ Organization \_\_\_\_\_  
Email /Phone \_\_\_\_\_

**Do you know of any other potentially high-growth inner-city firms that you think would want to take part in the Inner City 100? If so, please nominate them below:**

COMPANY NAME \_\_\_\_\_

ADDRESS (HEADQUARTERS) \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ WEB SITE \_\_\_\_\_

CONTACT NAME \_\_\_\_\_ TITLE \_\_\_\_\_ EMAIL \_\_\_\_\_

**Fax to (617) 292-2380 attn: Alex Rodriguez**