

Marketing Grant Program Guidelines

Grant Details

To encourage business owners located in the Community Improvement Plan areas to update or create a brand and/or marketing materials to promote their business. The funds must be used to work with an approved graphic designer or brand consultant. The Township would match local cash contributions for eligible projects up to \$2,500.00.

Usage of Funds

Funding may be used for the development of a brand or for marketing materials to promote the business using their current brand elements.

Eligible Projects

- Brand Consultation and development
- Logo development
- Style Guide development
- Branded business cards
- Branded promotional products
- Paid Advertising
- Product development
- Marketing training – social media, SEO, etc.
- Other Graphic design services

Eligibility Criteria

- Applicants must be a business owner within the CIP designated area.
- Applicants may be eligible for one marketing grant per business.
- Projects should not have commenced prior to the awarding of the requested grant. Applicants that have commenced within a 6 month window of application approval may still be considered for funding. Extensions are not granted unless prior approval has been received. If money is not spent it will be deemed an incomplete project and the applicant will need to re-apply.
- Applicants must provide a minimum 50% cash contribution towards the total cost of the project for which they are applying for a grant.
- Taxes are the full responsibility of the applicant.
- Graphic designers or Brand Consultants being hired by the applicant must be pre-approved by the Township's Downtown Improvement Program Committee.
- Eligible project costs must be actual cash that can be documented through original invoices or proof of payment.

Review Criteria

The Downtown Improvement Grant Committee at the Township will review applications against the following criteria:

- Date and timing of the application
- Graphic Designer or Brand Consultant has a proven history of providing exceptional marketing or branding products
- Balance of funding available and any previous applications made at the time of application
- Evidence of the applicant's ability to fulfill responsibilities related to the project

Application Process

Applicants must complete an application form in order to be given consideration for a grant. Incomplete applications cannot be accepted. If approved, funds will be allocated following completion of the project and proof of eligible expenses is received.

Applications to this program are available at the Township's municipal office at 21 Queen Street, Ripley or online at www.huronkinloss.com

519-395-3735

