

Marketing Grant Program Guidelines & Eligibility Requirements



MARKETING GRANT PROGRAM OVERVIEW

Main Street Macon and Macon-Bibb County Economic and Community Development offers a Marketing Grant Program to current and active businesses located within Macon-Bibb County. The purpose of the Marketing Grant Program is to enhance the viability of Macon-Bibb County as a thriving commercial core in which to engage in commerce, support local business, and to promote Macon-Bibb County as a destination for business, shopping, and dining opportunities. By providing a cost-effective means for retail and business owners to increase their advertising efforts, Main Street Macon seeks to increase foot traffic and sales to small businesses through enhanced marketing of both individual businesses and Macon-Bibb County as a whole.

ELIBILE APPLICANTS

Businesses with **five or less employees located within Macon-Bibb County** are eligible to apply for the Marketing Grant. Applicants must operate and conduct the advertised business in Macon-Bibb County throughout the grant process, including the fiscal year in which it is funded.

The following businesses are eligible:

1. Commercial, retail, services, technology
2. Independently-owned businesses

The following businesses are ineligible for the Marketing Grant:

1. Bars, adult entertainment, pawn shops, cash checking or money transfer, bail bonds, furniture and appliance rental shops
2. Non-profit organizations, banks, savings and loan associations
3. Non-independently owned gas stations
4. Used car lots

ELIGIBLE CAMPAIGNS

Grant funds must be used for advertising and promotions. The marketing grant will fund*:

- Billboards
- Radio advertising
- TV advertising
- Ads on social media platforms (Facebook, Instagram, Twitter)
- Newspaper ads (both print and online)
- Online advertising (Google ads and other strategic platforms)
- Website enhancement
- Promotional pamphlets, postcards, and mailings

The marketing grant will not fund:

- Business signage
- Branded T-shirts, hats, or other apparel
- Business Cards
- Items related to daily operations

**If marketing grant applicants would like to complete a campaign using a method not listed above, they may contact the Main Street Macon Manager to determine if the proposed campaign will meet the guidelines.*

REPRESENTATION OF MAIN STREET MACON

Macon-Bibb County is to be represented by the Main Street Macon logo or by verbal representation (if in a radio or TV ad). If Marketing Grant funds are to be used for online web-based advertising, the Main Street Macon logo with embedded website information must be included in the ad.

The Main Street Macon logo must be clearly visible in all visual media advertising, have a high resolution, and must not be smaller than 1 inch across for ANY print media. Advertisements that do not comply with this size requirement will not be funded.

The Main Street Macon Promotion Committee must review and approve ads prior to publishing and/or broadcasting. The Promotion Committee has final approval on grant applications.

APPLICATION REQUIREMENTS

Marketing Grant applicants must complete the application fully and include the following supporting documents: a copy of the business license, estimates from a third party, W-9, and DUNS number. Applicants that do not have a DUNS number can apply online for free:

<http://www.dnb.com/duns-number.html>

Applications must be received 30 days prior to the start of the campaign for which the applicant is seeking funding.

If an application is approved, the applicant must then submit his or her tax return reporting his or her household income. This information is used solely for internal reporting purposes within the Economic and Community Development Department. Failure to comply with this requirement will prevent the applicant from receiving the grant.

Completion of the grant application does not guarantee that the proposed campaign will receive grant funding.

APPLICATION REVIEW

The proposed marketing campaign must be reviewed by the Main Street Macon Promotion Committee. Applications are received on a rolling basis as funding is available. The Promotion Committee meets the first Tuesday of every month to review submitted applications. In order for applications to be considered at the beginning of the month, they must be submitted by noon on the first Monday of the month. Applications received after that time will be reviewed in the following month. For example, if an applicant submits an application on the second Wednesday in January, that application will be reviewed on the first Tuesday in February.

The Promotion Committee may approve or deny the proposed campaign at its discretion in accordance with the Marketing Grant Program guidelines. The Promotion Committee may also make recommendations to the business owner for future consideration and review. The proposed campaign must contain the Main Street Macon logo, web address, and other information as determined by the Promotion Committee. The applicant shall be responsible for

100% of all costs over those that meet the minimum intent of the program. Each grant awarded must be matched 10% by non-grant funding. Grant funding is available up to \$1,500.00, which means that if awarded the entire amount, the grantee must contribute \$150.00.

Applicants are **eligible to receive only one grant per business**. Campaigns funded by a Marketing Grant must occur after the grant application has been submitted and must be completed within 90 days of the final approval of the grant. Promotions initiated prior to the application being submitted will NOT be eligible for consideration under the grant program. Between the time the application is submitted and the time the grant is approved, any promotion costs incurred will be done so at the risk of the applicant.

The media campaign or program must be completed within a 90-day timeframe following approval of the grant. If the project is not completed within 90 days of the approval date, a letter must be submitted to the Promotion Committee explaining the delay, and if needed, the Promotion Committee and grantee will establish benchmarks to measure the successful completion of the campaign.

GRANT DISBURSEMENT

If the grant is approved to an applicant, the Promotion Committee will pay up to \$1,500 to the third party vendor for the marketing campaign.

The third party vendor must fill out a Macon-Bibb County vendor application and submit it to the Economic and Community Development Department to receive payment. The vendor must provide an invoice to the applicant and Main Street Macon Manager. The Main Street Macon Manager will collect the 10% match from the applicant and include this with the payment from Economic and Community Development Department that will be provided to the third party vendor.

For example, if an applicant commits to a \$1,500 radio ad campaign with I Heart Radio, the Economic and Community Development Department will cut a check to I Heart Radio in the amount of \$1,500. The Main Street Macon Manager will collect the applicant's 10% match of \$150 and include it with the payment from the Economic and Community Development Department that is sent to I Heart Radio.

Payments will not be made directly to the applicant, except for reimbursement of online ads as described below.

Social Media and Google Ad Campaigns

Online ads through Facebook, Instagram, Twitter, and Google are effective means of advertising and encouraged. If an applicant builds a marketing campaign around these methods, they must pay for the ads and send receipts to the Main Street Macon Manager for reimbursement. Applicants can be reimbursed up to 4 times for use of Facebook ads, meaning an applicant can submit 4 reimbursement requests in the amount of \$375 over the course of the marketing campaign. Receipts of the Facebook ad must be included in order for the applicant to be reimbursed.

In this case, the applicant will be required to fill out and submit a Macon-Bibb Vendor Application and sign an E-verify form. This will be provided to the applicant upon notification of approval for the Marketing Grant.

AVAILABLE FUNDING

Marketing Grants are approved on a first come, first serve basis, as funds are available throughout the fiscal year. If additional monies are available to approve more, the Promotion Committee may make the decision to approve additional campaigns.

As grant applications are due 30 days prior to the beginning of the time when the campaign will begin, the Promotion Committee will review the applications on a monthly basis and send notification following their monthly meetings. Please, note that Main Street Macon operates on a fiscal year calendar of July 1-June 30. Once funds for the fiscal year have been allocated, applications for that year will no longer be accepted.

CONTACT

Applicants with questions may contact Emily Hopkins, Main Street Macon Manager, by email at EHopkins@maconbibb.us or by phone at 478-803-2436.