

# Business Assistance Program Matching Grant Criteria

## Funding

- Funded through the EDA.
- No grant award will exceed \$2,000.
- Funding from this program cannot be used for administrative costs, capital and operating costs, salaries, advertising or marketing for church or faith-based organizations, or for political or lobbying activities, or for travel or entertainment costs.
- Match is a cash match only. No in-kind goods or services will be allowed.
- Any changes from the approved application must be submitted in writing.
- All advertising or marketing projects must be completed by December 2016.

## Eligible Businesses

- Existing businesses as of January 1, 2016, located in the “Tier 2” project area
- Business meets the definition of a “small business” which for the purposes of this program is defined as 100 employees or less
- Businesses must not have delinquent tax status
- Business applicant must have attended at least one marketing workshop or completed a consulting or mentoring session under Albemarle County’s Business Assistance Program.

## Project Criteria

- The messaging of the proposed project must be in line with what is developed through the Collective Marketing Campaign (“Open For Business!”) and must contain the logo and/or tagline developed through the Collective Marketing Campaign.
- Additional consideration will be given to applications in which two or more businesses partner on a project
- All projects must run between March 2016 and December 2016.
- Examples of eligible projects
  - Commercials on local media, including radio and television
  - Advertisements in local print and online periodicals
  - Sponsored content on social media (Facebook, Twitter)
  - Website enhancements<sup>1</sup>
  - Printed marketing materials, including direct mailings and brochures. If creating a brochure, must include a plan to disseminate it.
- Examples of ineligible projects
  - Signage
  - Administrative/overhead costs
  - Promotional items, including t-shirts, pens, and similar items.

## Documentation

- Award recipients must submit a copy (digital or print) of the project
- Where two or more businesses collaborate, a letter of support from each applicant business.
- All award recipients must provide report on performance measures using the form provided by Albemarle County by January 15, 2017. Measures include:
  - Distribution channel(s)
  - Circulation of the project (based on periodical circulation, web analytics, etc.)
  - Placement date(s)

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<sup>1</sup> Funds may not be used for website maintenance or hosting fees.