

## Small Business Marketing Grant Program

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The Small Business Marketing Grant Program provides funds to Downtown Frederick's retail businesses to increase the diversity, equity, inclusion, representation and accessibility of their marketing efforts. Eligible applicants can apply for matching grant funds to help pay for media development, marketing or advertising expenses for their small business.

Business owners can apply for up to \$750 in grant funds, and must provide a cash match equal to at least 25% of the requested grant amount. Expenses incurred prior to a grant award are not eligible for funding.

All projects funded by the Small Business Marketing Grant Program must further the Partnership's commitment to diversity, equity and inclusion. See the Partnership's policy statement on *Diversity in Downtown Frederick* [linked here](#). Eligible projects will create new or updated marketing materials that are representative of a diverse audience, and help make our community a more inclusive and welcoming place.

The Small Business Marketing Grant is administered by the Downtown Frederick Partnership Business Development Committee. The Business Development Committee is composed of Downtown Frederick business owners, marketing professionals, economic developers and others who work to support our existing businesses and recruit new businesses to Downtown Frederick.

This grant program is funded by the Maryland Department of Housing and Community Development, Truist, PNC Bank, Frederick County's Office of Economic Development and the City of Frederick's Department of Economic Development.

### Grant Details

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**Application Period:** Applications open at 12PM (noon) EST on Tuesday, February 15, 2022 and close at 12PM (noon) EST on Wednesday, February 23, 2022.

**Maximum Award:** \$750

**Minimum Award:** \$250

**Match Requirement:** at least 25% of requested grant amount

Applicants may request grant funds in any amount ranging from \$250 to \$750. Applicants must match their requested award with a cash contribution equal to at least 25% of their grant request. For example:

- a \$750 grant award requires a cash match of at least \$187.50 by the applicant, for a total project cost of \$937.50

- a \$250 grant award requires a cash match of at least \$62.50 by the applicant, for a total project cost of \$312.50

## **Eligible Uses**

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The following uses are eligible for funding. All applicants must show how the requested use of grant funds addresses the goals of increased diversity, equity, inclusion, representation or accessibility for the applicant's marketing initiatives.

- Media development expenses, such as professional photography or video, provided that Downtown Frederick Partnership and its partners (Visit Frederick, the City of Frederick and Frederick County) will be given access to use images or video for promotional purposes
- Marketing expenses, including website design, graphic design, brochure or poster printing, direct mail or other materials directly related to the applicant's marketing initiatives
- Advertising expenses, including print, radio, social media, email marketing, online or any media outlet that will deliver the applicant's message to a new and diverse audience

## **Grant Program Guidelines**

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- One time grant award with no repayment (not a loan)
- Limited to one award per business entity
- Awardees must spend all grant funds no later than June 10, 2022
- Retail, restaurant/craft beverage, entertainment and customer-oriented personal service (fitness, salon/spa/barber, tattoo/piercing, wellness) businesses are eligible to apply
- Applicants are required to either attend the February 15 Competitive Edge workshop about inclusive marketing strategies for small businesses in person, or watch the recording available at [downtownfrederick.org/training](https://downtownfrederick.org/training)
- Must have a physical commercial establishment within the Partnership boundaries ([bit.ly/dfpboundaries](https://bit.ly/dfpboundaries))
- Can be a for profit or not for profit business within the accepted business categories of retail, restaurant/craft beverage, entertainment or personal service
- Must be open and operating (excluding COVID-19 related temporary closures)

- Can be combined with other funding sources
- Must consent to be included in Partnership marketing and promotional materials

## **Grant Process**

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- Applications are due by 12PM (noon) EST on Wednesday, February 23, 2022.
- The Partnership's Business Development Committee will review the completed applications received by the deadline and rank them based upon the criteria listed below:
  - Projects which increase the diversity, equity, inclusion, representation or accessibility of the applicant's marketing efforts
  - Projects which create new marketing media featuring inclusive and diverse models
  - Projects which are new or first-time endeavors for a business
  - Geographic diversity (located throughout Downtown Frederick)
  - Business diversity (the Partnership aims to fund projects from many different types of retail businesses)
- Applications will be funded beginning with the highest ranked application first until the \$21,000 in available funds is completely expended. If the applications received by February 23, 2022 total less than \$21,000, the Partnership may extend the application period. The Partnership reserves the right to not fund an application even if grant dollars remain available.
- The Partnership will notify applicants of the Business Development Committee's decisions. Grant awardees will receive a letter of commitment with the specified amount granted and any conditions of approval.
- Grant funds are disbursed as a single reimbursement paid directly to the grant awardee. Awardees may apply for reimbursement once all project(s) covered by the grant have been completed.
- Awardees must spend all grant funds by June 10, 2022.

## **Applying for Reimbursement**

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In order to apply for reimbursement, grant awardees must submit the following to the Partnership no later than June 10, 2022:

- Proof that the project has been completed

- Proof will vary based on the project. Examples of eligible proof include a copy of the advertisement(s) placed, samples of the new web design or graphic design work, or a copy of the printed brochure or flyer.
- If the project included creation of new media (photo, video, etc.) share the media with the Partnership
  - The Partnership will then share media with relevant partners (Visit Frederick, City of Frederick or Frederick County) as needed.
- Final invoice(s) associated with the project