



SHOPPING • ENTERTAINMENT • MUSEUMS • FOOD

### **Business Enhancement Matching Grant Program**

The focus of this matching grant program is to assist existing businesses in their efforts to improve their business work plan in the areas of marketing, technology, training and education.

Each grant will be up to \$250.00 with a required equal match investment from the business owner. All grant applicants must submit a maximum of three price quotes prior to approval and payment, to vendor or service provider.

Complimentary Marketing Review services provided by the Gaffer District include:

- Review of your business messaging
- Evaluation of current marketing and advertising efforts
- Work with Gaffer District professional staff to develop ideas to adjust your current marketing and advertising strategy
- Educate business owner re: cross marketing and participation opportunities within Gaffer District
- Evaluation of current business model to identify opportunities for enhancements

Eligible expenses for Business Enhancement Matching Grant program:

- First-time design and printing costs for the following:
  - Business cards
  - Customer loyalty cards
  - Rack cards
  - New menu
- Website development/upgrades
- Creating Social Networking page, i.e. Facebook
- Training/Education tuition assistance for topics relating to business best practices such as customer service, social networking for your business, implementing a customer loyalty program, effective marketing and advertising, loss prevention, disaster preparedness, accounting, effective management of your small business, etc.
- Technology assistance first-time connection to Internet access for your business