

Village of Sutherland Economic Development Program Digital Marketing Grant Program Guidelines and Application

Apply for up to \$1,000 for digital development and/or improvements for businesses operating from a storefront or fixed location in Sutherland.

Grant funds may be used for:

- Creating or upgrading your website
- Purchase of eCommerce software
- Purchase of POS software
- Advertising/branding/marketing (social media, radio, newspaper, television, etc.)
- Professional photography, Graphic Design Software, connectivity tools
- Social media training

Applications for this grant will be reviewed by the Program Administrator and the Citizens Advisory Review Committee and approved by the Village Board of Trustees.

Use of grant funds will determine whether the grant will be reimbursed to the business or paid directly to the service provider. Paid invoices will need to be provided for proof of purchase.

Completed applications can be placed in the Village drop box at 1200 First St.

PART 1 – GENERAL INFORMATION

Applicant Name:

Business Name:

Mailing Address:

City, State, Zip:

Phone:

Email Address:

Website URL:

What is your business' current level of digital presence (eCommerce, social media platforms, etc.)

PART 2 – PROJECT OVERVIEW

| Uses of Funds | Total Project Cost | LB840 Funds Requested | Owner Funds |
|---------------|--------------------|-----------------------|-------------|
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| | | | |
| | | | |
| TOTAL | | | |

How will you use this grant to improve your business' digital presence?

How will you measure the success of the digital improvement?

What has held you back from making digital improvements before now?

PART 3 – CERTIFYING OFFICIAL

By signing this application, the applicant acknowledges that he/she has authority to act on behalf of the organization listed above.

The above information is accurate to the best of my knowledge and belief. This information is provided to help evaluate the feasibility of obtaining assistance from the Sutherland LB840 Economic Development Program.

Signature of Applicant: _____ Date: _____

Printed Name and Title: _____

Signature of Applicant: _____ Date: _____

Printed Name and Title: _____

CITIZEN ADVISORY REVIEW COMMITTEE USE ONLY

Date Application and Supporting Documents Received: _____

Date Due Diligence Review by Program Administrator Completed: _____

Application Approved by the CARC: Yes No Date: _____

Grant Approved by the Village Board of Trustees: Yes No Date: _____

If not approved, see Denial form for reasons.

Approved Amount and Terms

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