



Nokomis East Neighborhood Association

in partnership with Nokomis East Business Association

Nokomis East Business Marketing Matching Grant Application

Date: _____

Grant Applicant Name: _____

Email Address: _____ Business Address: _____

Neighborhood business is located (circle): Keewaydin Minnehaha Morris Park Wenonah

Total grant amount (up to \$2,000) requested: _____

Step 1: Describe the proposed grant project

On a separate page, describe the marketing, website, branding, social media, or campaign project you are planning. Include:

- A copy of the current license, registration, or permit for your business.
- A description of the estimated overall impact of the project, including the size of audience that will be reached and the number of new customers gained as a result of your business' increased visibility.
- How the project campaign or content (ie posts, website update, etc) will reach residents in the Nokomis East area.
- A timeline of the project, including proposed project beginning and end dates

Home-based businesses: Each home-based business applicant must show that their project audience is primarily Nokomis East residents or that the project will have an economic impact in the Nokomis East community. Please include how your project will reach one or both of these objectives in your project description.

Step 2: List the project services and supplies.

Fill out the table on the following page with the services and supplies you think you will need for this project, including the estimated cost for each item. Services can include marketing consultation, graphic design, printing and mailing.

Project Budget Estimate

Project Expenses			
Item/Services covered by business	Cost	Items services covered by grant	Cost
Total		Total	

Step 3: Set-up a consultation meeting with the program administrator to discuss your project.

The project administrator will provide guidance on your application and recommend edits.

Project Administrator

Lauren Hazenson, NENA Program and Communication Manager

lauren.hazenson@nokomiseast.org, 612-724-5652

Step 4: Submit your completed application to the project administrator

She will provide copies of your application to the selection work group, who will review your application within a month of receipt.

Mailing address

4313 E. 54th Street

Minneapolis, MN 55417