



Nokomis East Business Marketing Matching Grant Guidelines

The Nokomis East Neighborhood Association (NENA), in partnership with the Nokomis East Business Association (NEBA), is pleased to announce the availability of the Nokomis East Business Marketing Matching Grant, available exclusively to Nokomis East businesses.

Grant Amounts

Eligible businesses may apply for up to \$2,000 in matching grant funds. This is a one-to-two matching grant project (e.g. business matches \$1,000 to NENA's \$2,000 match for a project total of \$3,000). This is a reimbursement project and eligible businesses must demonstrate payment of matching funds prior to NENA reimbursement.

Eligible Businesses

The business (storefront or home-based) applying for funds must be located within the Keewaydin, Minnehaha, Morris Park or Wenonah neighborhoods. A business is eligible for one Marketing Matching grant only. Grants are distributed on a first come, first served basis starting on the date a completed application is received by NENA.

Eligible Project Plans and Services

These grants are intended to add to the capacity of individual businesses to start or improve existing marketing efforts. The business will submit an application with a detailed project plan, which may be focused on one or more of the following marketing areas:

- Business Marketing
- Sales and/or Promotional Campaigns
- Logo and Branding
- Website
- Social Media

In the project plan, the business may include services and supplies used towards the achievement of the project plan. This may include marketing consultation, graphic design, printing and mailing. All applications must also include a plan for displaying the NENA and NEBA logo to promote the grant project. NENA staff will meet with each applicant to provide guidance for businesses to include only services and materials which can be reimbursed through the funding source.

These grants are intended for short-term marketing projects only. Only expenses incurred within a six month period of the contract signing date will be reimbursed. Refer to the "Grant Reimbursement and Contracts" section for more details.

For 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.

Funding Source and Project Restrictions

- Payroll/salary expenses for business staff members are **not** eligible
- Beverage and food expenses are **not** eligible
- Events and entertainment are **not** eligible
- Advertising placement costs are **not** eligible

Selection Process

Eligible businesses will complete the Nokomis East Marketing Matching Grant application, including a detailed project plan, timeline, expenses and outcomes. NENA staff will support businesses to think through the application and project plan.

Once the application is completed, a Selection Work Group will review the application for completeness and eligibility. The work group is charged with reviewing the eligibility of applicants and the completeness of applications. Selection Work Group meetings are open to the public and applicants will be notified of the date their submission will be reviewed. Helpful comments and suggestions from the work group may be shared (verbal or written) with the business during the review. Grants are distributed on a first come, first served basis starting on the date a completed application is received by NENA.

Grant Reimbursement and Contracts

If approved by the Selection Work Group, the business and NENA staff will meet to complete a project contract to include the project plan, timeline, expenses and outcomes. **No work may start until the business has been notified that the contract has been signed.**

Within 30 calendar days of the end of the project or the contract expiration date, participating businesses will submit a final report and receipts for services and supplies. NENA staff will review listed expenses for eligibility. Only services and supplies with the date of the signed contract and after will be eligible. Participating businesses will receive a NENA sign to be placed in storefront windows.

These grants are intended for short-term marketing projects only. The contract time period cannot exceed six months. **If the marketing project is not completed within six months, or the business fails to submit the final report or expense reimbursement materials, the contract is voided and NENA will not reimburse the business for any incurred expenses.** NENA staff will send reminder communications in the fifth month of the contract.

Program Administrator

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