Lawrenceburg Main Street
Merchant Marketing Assistance Program
Application 2018

Program Goal: To assist Main Street businesses in sustaining and growing their customer base with a well-defined marketing program that includes either print, radio, web based media or a combination of media options.

Eligibility: Businesses located within the Lawrenceburg Main Street boundaries.

Requirements: To be considered for grant assistance, business applicant must submit a **completed** application.

Funding: Successful applicants will receive a grant of 50% up to a $1000 to accomplish the marketing program as presented. Grantees will be required to provide proof that they have expended their match funds first and proof that they have adhered to their program as presented, before grant funding will be issued.

Business Name_____

Address_____

Phone_____Email_____

Contact Person_____ Contact's Phone _____

Contact's Email_____ How Long in Business_____yrs.

To complete this application, please submit the following information:

- A description of your proposed program complete with a detailed outline.

- Outline of the goals for the proposed program.

- Detailed Budget.

- Timeline for the program.

- Provide proof that a person with expertise in the appropriate media (radio, newspaper, social media, etc.) has been consulted with respect to this program.

- What is the anticipated outcome of this program?

- How will you evaluate this program?

- Have you been a participant in the Billboard program? __No __Yes If so, when?____yrs.

Please note that a program to promote a sale or special will not qualify.

All grants applications will be reviewed by the Lawrenceburg Main Street Board of Directors and a decision made to approve or deny the application. The Board will reserve the right to place specific conditions when appropriate on any approved grants. Applicants may be requested to make an in person presentation to the Board.

Grant recipients will be required to submit an evaluation of their program within 2 months of completion.