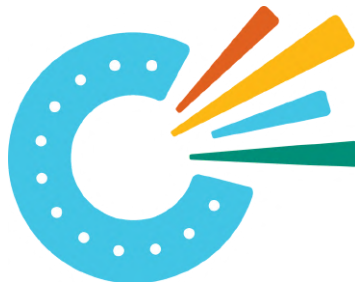


THE EXPERIENCE CHEHALIS

DIGITAL MARKETING GRANT PROGRAM



WWW.EXPERIENCECHEHALIS.COM



Experience Chehalis Digital Marketing Grant Program

INTRODUCTION & INSTRUCTIONS

The Digital Marketing Grant is offered by Experience Chehalis, a Main Street community. This program is offered to downtown business owners who desire to create or make improvements to the online presentation of their business. Experience Chehalis works to support and foster the health and viability of our business community.

The digital marketing grant program is managed by our Economic Restructuring Committee, whose role includes providing opportunities for business support and development.

A. Who is eligible?

1. Owner(s) of a business - Each business is eligible for 75% match of project costs up to \$2500 (total project costs can exceed this threshold)
2. A business owner with multiple businesses may apply for funds to improve each business
3. Business must be located within Experience Chehalis's "Main Street Program" Area (see attached map on pg. 3).

B. What is eligible?

Eligible grant expenses may include creation or improvement of business website, digital marketing advertising, ecommerce development costs, and/or social media management.

C. What grant funds are available?

1. No more than \$2,500 total grant funds will be awarded to a single business.

D. When will grants be available?

1. The application process will be open as long as funding is available; funding cycle is based on calendar year and evaluated on an annual basis for renewal.

E. What are the limitations?

1. Funds are intended for future work to be performed, not work previously completed.
2. Only business-related projects and social media platforms will be considered, not personal/owner accounts.
3. Grants cannot be used for hardware expenses (e.g., laptops or tablets).

F. What is the Commitment & Project Schedule?

1. The applicant must agree to complete the project in a timely manner. After Grant Committee review, Experience Chehalis Board approval of an application qualifies a project for

reimbursement.

2. The applicant has 30 days from the date of acceptance to retain services on the project. If services have not been obtained by that time, the applicant must notify the Grant Committee (or Experience Chehalis Board) in writing of the delay.
3. The project must be completed within 180 days of acceptance unless a time extension is approved. If the project will run past 180 days, the applicant must submit for a time extension in writing to the Grant Committee. This grant offering is not to be construed as a blanket offer of funds for any other project.
4. Changing the application intent without Experience Chehalis approval voids the agreement and leaves the applicant(s) liable for the cost of the project.

G. What is the application process?

1. Submit grant application and materials to info@experiencechehalis.com.
2. Grant Committee reviews all applications and presents recommendations to Experience Chehalis Board.
3. The Experience Chehalis Board makes final decision for award of grants. Grant applicants are notified of the grant awards.
4. Within 30 days of project completion, the applicant must submit to the Grant Committee, evidence of the completed project and receipts showing payment for all project expenses. The Grant Committee reviews the documentation and makes a recommendation for payment to the Experience Chehalis Board.
5. A reimbursement check (not to exceed \$2,500 per project) will be mailed to the name of the applicant(s) as stated on the grant application form.

H. What is included in the application?

Initial application submitted to the Grant Committee must include:

1. Completed Facade Project Application Form
2. "Before" screenshots/images if the project includes improvement to existing online presence
3. Contractor bid estimates for proposed work

I. Program Administration

The Grant Committee is responsible for overseeing review of all applications and is responsible for administration of the Digital Marketing Grant Program. The Experience Chehalis board awards grants and has final authority for the disbursement of funds.

Need more information or resources?

- *Contact Experience Chehalis by e-mail: info@experiencechehalis.com.*



experience
CHEHALIS
**Main Street
District Map**

Adopted July 18th, 2019

Experience Chehalis Digital Marketing Grant Project Application

Date Received: _____

PROJECT NAME			
GRANT FUND REQUEST	\$	<i>Grant fund request is 75% match of total project cost, up to \$2,500</i>	
TOTAL PROJECT COST	\$		
PROJECT DESCRIPTION			
DOES YOUR BUSINESS HAVE A WEBSITE? YES <input type="checkbox"/> NO <input type="checkbox"/>			
IF YES, WHAT IS YOUR WEBSITE ADDRESS:			
DOES YOUR WEBSITE CURRENTLY SUPPORT ECOMMERCE? YES <input type="checkbox"/> NO <input type="checkbox"/>			
LIST SOCIAL MEDIA ACCOUNTS:			

APPLICANT	
NAME:	DAY PH.
MAILING ADDRESS:	
E-MAIL:	CELL PH.

CONTACT PERSON	
NAME:	DAY PH.
MAILING ADDRESS:	
E-MAIL:	CELL PH.

PROJECT INFO			
START DATE		COMPLETION DATE	
MATCH REQUEST	\$	TOTAL PROJECT COST	\$

PLEASE INCLUDE THE FOLLOWING AS PART OF YOUR APPLICATION:

- Completed Facade Project Application Form
- "Before" screenshots/images if the project includes improvement to existing online presence
- Contractor bid estimates for proposed work

Experience Chehalis Digital Marketing Grant Agreement

The undersigned business owner acknowledges the applicant as:

_____ and affirms that:

Applicant name(s)

1. The information submitted herein is true and accurate to the best of my (our) knowledge.
2. I (we) have read and understand the Experience Chehalis's Digital Marketing Grant Program: introduction, requirements and conditions.
3. I (we) agree to comply with all requirements and conditions.
4. Grant award may be noted in Experience Chehalis social media and press releases.

A. Printed Business Owner

Name*: _____

Address: _____

Phone: _____ **Email:** _____

Business Owner Signature: _____ **Date:** _____

**Owner as determined by the Lewis County Tax Assessor's Office*

WA ST Business License #: _____