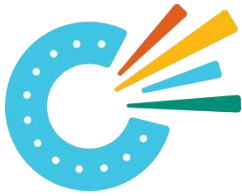


THE EXPERIENCE CHEHALIS

# DIGITAL MARKETING GRANT PROGRAM



[WWW.EXPERIENCECHEHALIS.COM](http://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 Vitality Committee, whose role includes providing opportunities for business support and development.

Our grant program is funded, in part, by local businesses taking part in the Main Street Tax Incentive Program. Businesses can donate to Experience Chehalis and receive a tax credit in the amount of 75% of their donation the following calendar year. More information is available online at the [Experience Chehalis website](#).

#### 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. If a project has already been completed by the time of application, there must have been prior communication and shared intent with Experience Chehalis prior to completion. In these cases, an exception may be made. Costs for project design may be included in the project budget submitted for the grant, but no other work should be

complete.

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](mailto: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](mailto:info@experiencechehalis.com).*



The map shows the Main Street District in Chehalis, WA, highlighted in green. The district is bounded by NW State Ave to the west, N National Ave to the north, and W Main St to the south. Major streets shown include NW Maryland Ave, NW Geary St, NW Pennsylvania Ave, NW Lafayette St, NW Middle St, W Folsom St, NW West St, NW Division St, NW Prindle St, NW Center St, NW North St, W Main St, NW State Ave, N National Ave, NE Cascade Ave, NE Adams Ave, NE Jefferson Ave, NE Hillside Dr, NE Summit Rd, NE Terrace Rd, SE Adams Ave, SE 1st St, SE 3rd St, SW Pacific Ave, SW Cascade Ave, SW Alfred St, SW 1st St, and S Market Blvd. Landmarks include Lewis County Historical Museum, Vernetta Smith Chehalis Timberland Library, United States Postal Service, Les Schwab Tire Center, District Court, The Farm Store, and Lewis County Jail. A river is visible in the upper right corner.

*experience*  
**CHEHALIS**  
**Main Street  
District Map**

Adopted July 18th, 2019

## Experience Chehalis Digital Marketing Grant Project Application

Date Received: \_\_\_\_\_

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

<b>APPLICANT</b>	
<b>NAME:</b>	<b>DAY PH.</b>
<b>MAILING ADDRESS:</b>	
<b>E-MAIL:</b>	<b>CELL PH.</b>

<b>CONTACT PERSON</b>	
<b>NAME:</b>	<b>DAY PH.</b>
<b>MAILING ADDRESS:</b>	
<b>E-MAIL:</b>	<b>CELL PH.</b>

<b>PROJECT INFO</b>			
<b>START DATE</b>		<b>COMPLETION DATE</b>	
<b>MATCH REQUEST</b>	\$	<b>TOTAL PROJECT COST</b>	\$

**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 #:** \_\_\_\_\_