

Digital Marketing Grant for Schuyler Businesses



DIGITAL MARKETING



Branding



Website



SEO



Advertise



Social media



Content Marketing



Viral



Service

Program Guidelines

Apply for up to **\$1,000** for digital development / improvements for businesses operating from a storefront or fixed location in Schuyler, NE.

Grant funds may be used for:

- ▶ Creating or upgrading your website
- ▶ Purchase of eCommerce software
- ▶ Purchase of POS software
- ▶ Advertising/branding/marketing (social media, radio, e-newspaper, T.V., etc.)
- ▶ Videos, Graphic Design Software, connectivity tools
- ▶ Google ads, FaceBook ads,
- ▶ Social media training

Applications for this grant will be reviewed by the Schuyler Community Development and the Schuyler LB840 Loan Board and approved by the Schuyler City Council.

Use of grant funds will determine whether the grant will be reimbursed to the business or paid directly to the service provider. Paid invoices will need to be provided for proof of purchase.

Please return your application in a SEALED envelope to protect your confidential information. Completed applications can be Mailed to Schuyler community Development at 1119 B Street, Schuyler, email at schuyler.nedevelopment@gmail.com or call SCD Cheryl Brandenburgh to make other arrangements at 402-276-4127.

Schuyler Digital Marketing Grant Application

Applicant's Name: _____

Email Address: _____

Mailing Address: _____

City: Schuyler State: NE ZIP: 68661 Phone Number: _____

Business Name: _____

Business Address: _____

Requested Grant Amount: \$_____

(***Please include with this application, any quotes or cost estimates of your proposed project.***)

What is your business' current level of digital presence (website, eCommerce, Facebook page, etc.)?

How will you use this grant to improve your business' digital presence?

How will you measure the success of the digital improvement?

What has held you back from making digital improvements before now?

SIGNATURE OF APPLICANT

DATE

**CITY OF SCHUYLER
Digital Marketing Grant
LB 840 Grant Application**

Grant No. 2021-

A. Business/Borrower Information

Name of Business to Receive Assistance: _____

Address: _____ Federal ID# _____

Contact Person _____ Phone # _____

Email Address: _____ Cell Phone # _____

Business Classification: _____ Manufacturing _____ Warehousing & Distribution
_____ Service _____ Retail
_____ Administrative Management _____ Research & Development
_____ Other

Business Organization: _____ Proprietorship _____ Corporation _____ Partnership _____ Other

Does the Company have a Parent or Subsidiaries? _____ Yes _____ No

If "Yes," please identify: Name _____

Address _____

Business Status: _____ Start-Up (0-5 years old) _____ Acquisition _____ Existing _____ # Years in Business
IRS Designation: _____

Ownership: List all officers, directors, partners, owner, co-owners & all stockholders. Under Minority Code, enter "1" if person identified is female, "2" if minority or "3" if person is disabled. (Use back of page if more room needed)

<u>NAME</u>	<u>TITLE</u>	<u>OWNERSHIP %</u>	<u>MINORITY CODE</u>
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Personnel: (Full-Time Equivalent, based on 2,080 hour per year)

Existing Number of Full-Time-Equivalent positions: _____

Full-Time positions to be created within 10 months of Application Approval: _____

of Seasonal Full-Time jobs created: _____

B. Project Location

_____ Within the City Limits

_____ Outside City Limits BUT within Zoning Jurisdiction

C. Project Information

<u>USES OF FUNDS</u>	<u>TOTAL PROJECT COST</u>	<u>LB840 FUNDS REQUESTED</u>	<u>OWNER FUNDS</u>	<u>OTHER SOURCE OF FUNDING</u>
Creating or upgrading your website.				
Purchasing of eCommerce software.				
Purchase of Point-of-Sale software				
Advertising/branding/marketing				
Professional photography, graphic design				
Google ads, Facebook ads, etc.				
Social Media Training				
TOTAL:	_____	_____	_____	_____

The lines highlighted above should match amount of grant funds you are requesting for digital marketing. If your amount exceeds \$1,000 you will still put \$1,000 in the last section. No other "Use of Funds" item lines are required to be filled in for this program.

E. Signatures

The above information is accurate to the best of my knowledge and belief. This information is provided to help evaluate the feasibility of obtaining public financial assistance. I further authorize release of all personal and business credit information to the City of Schuyler and acknowledge this information upon submission will be considered a Public Record.

Signature: _____ Printed Name: _____ Date: _____

Signature: _____ Printed Name: _____ Date: _____