

Merchant Marketing Assistance Program Application

Program Goal: To promote businesses in the downtown Main Street area (within the TIF District) through a well-defined marketing program that includes either print, radio, web-based media, or a combination of media options.

Eligibility: Businesses located within the Main Street corridor. Businesses may apply for a grant no more than once in a calendar year.

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

Funding: Successful applicants will receive a grant of 75% (up to a maximum of \$500) to accomplish the marketing program as presented. Grantees will be required to provide proof that they have expended their match funds first, as well as proof that they have adhered to their program as presented before grant funding will be issued.

Contact Person: _____

Business Name: _____

Physical Address: _____

Phone: _____ Email: _____

How Long in Business: _____ yrs.

To complete this application, please submit the following information:

- A description of your proposed marketing/promotional program, including a detailed outline.
- Detailed Budget.
- Provide proof that a person with expertise in the appropriate media (radio, newspaper, social media, etc.) has been consulted with respect to this program.

Additional information:

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

All grant applications will be reviewed by the Kendallville Redevelopment Commission (RDC) to approve or deny the application. The RDC will make a determination at their regularly scheduled meeting on the 2nd Wednesday of each month at 8:00am at City Hall. 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.