

# Downtown Marketing

## Micro-Grant

### Background and Intent:

Small and locally owned businesses are facing numerous challenges related to the current COVID-disruption, including much lower foot-traffic than before March 2020, as many of our large employers' return-to-work plans have been slowed or delayed. This reduction in daytime population creates a need for new customer-acquisition strategies, and in some cases, diversifying or re-structuring product/service scope. We have created the Downtown Marketing Micro-Grant to increase outreach capacity, or if needed, to help businesses shift their retail strategies to include more online sales.

The Downtown Marketing Micro-Grant will assist small and locally-owned Downtown businesses in the retail, food, and beverage, and service sectors, with customer-acquisition and new-segment marketing strategies.

### Grant Amount:

The Micro-Grant amounts are limited to \$1,600 for each business. Up to \$1,000 for implementation or improvement of an e-commerce platform or online store; and up to \$1,000 for implementation of up to 6 months of social media marketing (social boost), with a cap at \$600 for businesses also applying for the e-commerce support.

### Target Areas:

The Downtown Marketing Micro-Grant is only available for businesses located in the Central Business Improvement District (CBID). Priority will be given to ground-floor businesses located on the Main Street Mall or within one of the DMC's targeted retail nodes.

### Eligibility & Who Can Apply/Benefit from this Grant:

In order to be considered potentially eligible for the Micro-Grant, a business must be able to demonstrate an ability to use the funds for the development of an e-commerce platform and/or the execution of a social media marketing strategy. The applicant will need to show their plan for how this grant will help grow and strengthen the business.

To be eligible for the grant, the applying business must offer products/services and conduct its business in a manner consistent with the goals and priorities outlined in the Downtown Retail Strategy. Other requirements include:

- The business must occupy first-floor space and have an active street presence
- The business must maintain regular business hours and generate most of its revenues by maintaining in-stock merchandise that is available for purchase, or offering services for walk-in customers.
- The business must be properly licensed and permitted.

Franchise businesses, non-profits, and independent contractors are not eligible at this time.

CCDC reserves the right to reject any application or approve less funding than requested.



## What will the Grant Help Pay?

- Social Boost - Social Media Marketing
- Online Store - E-commerce solutions

## Marketing/Funding Requirements:

- Businesses will be asked to fill out a “Baseline” survey before grants are allocated
- Businesses will be required to include #downtownmemphis in all paid/boosted social posts
- Businesses will be asked to report on performance/outcomes of paid social posts - no details from reporting will be shared, but overall results may be used to help create a best-practice document/toolkit
- DMC staff will be available to help initial set-up of social/digital promotions and to help create new customer-acquisition strategies
- Online Store/E-commerce grant funds will be released in one payment
- Social Boost funds will be released in two-month increments - funds may be suspended/delayed if program requirements are not met

## Apply:

<https://www.surveymonkey.com/r/dmmmicro>

