

RETAIL PROMOTIONS GRANT PROGRAM

Grant Objective:

The objective of the Boone County Chamber's Retail Promotions Grant Program is to empower our member businesses to create, advertise and oversee compelling promotions that will encourage local citizens and other consumers to shop locally.

Grant Eligibility:

Retail grants are available to all Boone County Chamber members in good standing whose goal is to promote shopping locally, increase the sales of products and services within their business and/or other local businesses, so long as these businesses generate taxable sales in Boone County.

Grant Details and Guidelines:

The Board of the Boone County Chamber annually earmarks several thousand dollars for the express purpose of promoting local retail efforts. The level of funding can vary from year to year, meaning the number of grants available, and value of those grants can change. Grant applications can be requested from the Chamber at events@booneiowa.us, or accessed online at www.booneiowa.us under the **CHAMBER** tab.

Grants will be scored based on the following, with the maximum points that can be earned in parenthesis:

- Number of Chamber member businesses partnering in the promotion (5 pts.)
- Ability to attract customers from outside Boone County (5 pts.)
- Thorough explanation of the promotion and it's expected impacts (5 pts.)
- Submittal of detailed promotional budget (5 pts.)
- 1st time applicant? (5 pts.)

The amount of funding a grantee receives will be determined by the dollars requested, number of applications received each granting period, and the relative value of the promotion as scored by the Chamber Staff, up to a maximum grant amount of \$750. The Chamber will notify grant applicants of the status of their grant within the first seven business days following the application deadline. Grant funds will be distributed approximately 30 days prior to the event. Funds not used for the year they have been granted will be forfeited by the grantee.

Submittal of a post-promotion report is required. Failure to submit report will make applicants ineligible for future grants. Follow-up form is attached at the end of this application.

Eligible Expenses:

- Advertising placement including: direct mail, flyers/posters, magazine or newspaper ads, TV and radio advertising. Applications must be specific on media type, dates, and number of ads to be placed for each media type.
- Creative costs for ad development
- Entertainment/ talent fees
- Printing of event materials.
- Postage fees for event mailings.

Ineligible Expenses:

- Any event expenses not approved for funding in application
- Salaries and other monetary compensation to event organization staff
- Mileage or gas expenses due to distribution of materials
- Legal, medical, engineering, accounting, or other consulting services, except those outlined in the application
- Interest or reduction of deficits or loans

Any questions or comments regarding the Retail Promotions Grant program please contact:
Boone County Chamber of Commerce at (515) 432-3342 or [Email: events@booneiowa.us](mailto:events@booneiowa.us)

FAQ's

Q: Are Chamber members eligible to receive more than one grant in a calendar year?

A: Yes. However, in the case of a scoring tie, priority will be given to new applicants.

Q: Can businesses that organize retail promotions apply for a grant?

A: Yes. As long as they are Chamber members in good standing, and meet the other criteria as noted on the previous page.

Q: Can a retail promotion include non-chamber member businesses?

A: Yes, but be mindful that the more chamber members involved, the higher score your grant application will receive.

Q: Who grades the applications, and how will you decide how much money a business receives?

A: The Chamber's staff will review all funding requests, apply the scoring matrix and determine if, or at what level, a grant may be made to that business.

Q: Will the Chamber continue to promote shopping locally in any other way?

A: Yes. The Chamber will continue to operate our Gift Check program that annually invests more than \$15,000 into the locally economy with Chamber member businesses. Other funds will be used to promote Shop Local campaigns.

Q: Do I need to spend all of my grant funds with local businesses?

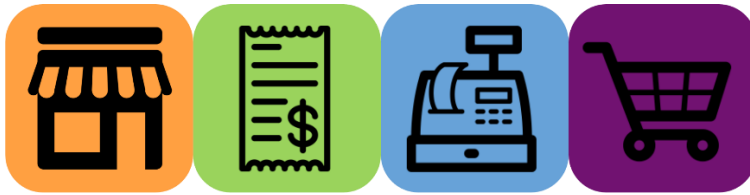
A: No. While we encourage you to use local vendors we understand that is not always possible to use only local businesses (TV advertising, etc.).

Q: Will the Chamber run any retail promotions of their own?

A: The Chamber will consider the implementation of retail promotions and advertising campaigns.

Q: How else will the Chamber engage with its retail members?

A: The Board of Directors have asked that we form a Retail Advisory Committee to stay connected to the issues of importance for our retail members.



RETAIL PROMOTIONS GRANT PROGRAM APPLICATION

Application Date: _____

Name of applying organization/business:

Street Address of organization (no P.O. Boxes):

City, State Zip:

Phone:

Email:

Primary Contact & Title:

Date of Promotional Activity or Event:

Organization Website address:

Organization Social Media page(s):

Is this organization a Chamber Member? ____ Yes ____ No

Will (other) Chamber member businesses be partnering with you on this promotion?

____ Yes ____ No

If YES, Please list any additional Chamber member business that will be participating with you in this promotion:

EVENT FUNDING

Total Event Budget: _____
Total Grant Funding Amount Requested: _____
Amount of funds Applicant will provide: _____

How will the grant funds provided by the Chamber be used?

EVENT DETAILS

Event Description/Purpose:

Target Audience/Customers:

Projected Attendance:

Is this a new event/sale? _____ Yes _____ No

If it is not a new event, how many previous times has the event occurred?

Has your business received any Chamber Retail Promotions Grant funds in the past?

_____ Yes _____ No

If YES, please note the year(s) of any previous grants

EVENT MARKETING

What forms of media are you planning to use? Please check all that apply:

Web/Digital:	_____ Yes	_____ No
Direct Mail:	_____ Yes	_____ No
Radio:	_____ Yes	_____ No
Flyer/Brochures/Posters:	_____ Yes	_____ No
Newsprint Ads:	_____ Yes	_____ No
TV/Cable:	_____ Yes	_____ No

If you do not receive funding from this program, how will your event/activity be impacted?

BUDGET

Please list all sources of funding and amounts, including funding from your own organization, as well as additional grants and sponsorships:

Sources of Funding	Amount
1.	
2.	
3.	
4.	
5.	
	Total - \$

In the spaces below, please provide your complete event/activity Expense budget:

Vendor	Item	Cost
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
		Total - \$

ACKNOWLEDGMENT

I acknowledge that I have read and understand the application materials and requirements as noted in the grant application process. I certify that all statements made in this application are true and correct. I agree and will comply with the requirements indicated in the grant.

Signature

Date

Print Name