



#G037 Digital Marketing Support Program

A program designed for Main Street retail businesses that want to build and diversify revenue streams through online marketing. Up to \$1,000 for businesses operating from a storefront or fixed location in Phelps County. Home based businesses may qualify contingent upon a satisfactory business plan.

GUIDELINES:

- Assistance for current or new Phelps County brick and mortar retail businesses, restaurant-bar establishments and hospitality businesses
 - Creating a website
 - Upgrading or enhancing an existing website
 - Purchase of eCommerce software or subscriptions
 - POS software
 - Advertising / Marketing (social media, radio, newspaper, tv, etc.)
 - Business education and support programs:
 - Grow Nebraska Membership <https://grownebraska.org/join/>
 - Holdrege Area Chamber of Commerce Membership
 - Workshops and webinars
 - Grant funds may be in the form of reimbursement to the business or may be paid directly to the service provider at PCDC's discretion
 - Maximum of \$1,000 per business per calendar year

Application:

Date of Application: _____

Applicant's Name: _____ Title: _____

Email Address: _____

Mailing Address: _____

City: _____ State: _____ ZIP: _____

Phone Number: _____

Business Name: _____

Business Address: _____

Requested Grant Amount: _____



Grant Application Continued

Describe your business' current level of digital presence (website, eCommerce, etc.)

How do you propose to use this grant?

How will you measure the success of your project?

What obstacles have prevented you from making the proposed changes?

SIGNATURE OF APPLICANT

DATE

SIGNATURE OF APPLICANT

DATE

PCDC REPRESENTATIVE

DATE

Approved/Denied

PCDC's NOTES AND FOLLOW UP INFO:

