



# #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 and approved community improvement organizations may qualify at PCDC staff discretion.

## GUIDELINES:

- Assistance for current or new Phelps County brick and mortar retail businesses, restaurant-bar establishments, hospitality businesses, and community improvement organizations.
  - 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:

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