#GO37 2024 Digital Marketing Support Program

The Digital Marketing Support program is designed exclusively for retail businesses that want to build and diversify revenue streams through online marketing. Applicants may qualify for up to a $1,000 matching grant to cover qualifying expenses. Preference is given to businesses operating from a storefront or fixed location in Phelps County. Home based retail businesses may qualify at PCDC staff discretion.

GUIDELINES:

- Assistance for current or new Phelps County brick and mortar retail businesses, restaurant-bar establishments, hospitality businesses
    - Creation or revision of a website
    - Purchase of eCommerce software or software subscriptions
    - POS software and hardware
    - Business education or trade association memberships:
        - Grow Nebraska Membership https://grownebraska.org/join/
        - Holdrege Area Chamber of Commerce Membership
    - 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 with appropriate documentation
    - Maximum of $1,000 matching grant assistance per business per calendar year
    - Preference extended to first time applicants
    - Awards predicated upon budgeted funds available
    - Grant funded activities cannot be commenced before approval process is complete.

Application:

Date of Application: _____

Applicant's Name: _____   Title: _____

Business Name: _____

Business Address: _____

Email Address: _____

Mailing Address: _____

City: _____   State: _____   ZIP: _____

Phone Number: _____

Requested Grant Amount: _____

#Grow37

updated 2.15.24

APPLICANT: _____

Describe your business' current capabilities and use of digital or online platforms (website, eCommerce, etc.)

Describe how you believe a digital or online presence could impact your business.

Describe in detail how do you propose to use this grant?

Describe your plans to measure implementation and levels of success achieved by implementing online and digital development into your business?

What obstacles have prevented you from making the proposed changes?

_____   _____
SIGNATURE OF APPLICANT   DATE   SIGNATURE OF APPLICANT   DATE

_____   _____
PCDC REPRESENTATE   DATE   APPROVED / DISAPPROVED   DATE

AMOUNT APPROVED: _____

NOTES:
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