



Economic Recovery Program Guidelines

Local Marketing Grant

Economic Development Department

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Purpose

To support local businesses in the development of a marketing plan and/or marketing materials that will support local COVID-19 recovery efforts and drive tourism by attracting visitors to the City, or enhancing the organizations digital presence.

Overall, the grant will allow business owners to enhance their marketing efforts or digital presence, which will drive cash flow to local businesses and accelerate economic recovery.

Program Funding

The Local Marketing Grant will pay up to 50% to a maximum of \$2,500 for the creation of a marketing plan or marketing content that aims to drive cash flow to the business and supports overall recovery efforts.

Collaborative projects involving three or more businesses will be eligible for 75% of funding up to \$7,500. The intent of this will be to drive tourism efforts, enhance the visitor experience, encourage placemaking and create natural partnerships and itineraries.

Program Criteria

To be eligible for the program applicants must:

- operate within the municipal boundaries of the City of Grande Prairie;
- have been financially impacted by COVID-19 (more than a 30% reduction in revenue);
- have at least one existing digital marketing tool in place (Facebook, Instagram, website, etc.);
- have been in business for at least 6 months;
- have at least 1 employee (excluding business owner/proprietor);

Eligible costs may include:

- Professional fees related to the development of a marketing plan;
- Website/mobile website design and development;
- Graphic design;
- Filming and film production;
- Brand development; and/or
- Manufacturing/production costs associated with marketing materials

Ineligible costs include but are not limited to:

- Sponsorship fees;
- Website hosting/maintenance fees;
- Hospitality, food and/or beverage;
- Travel and accommodations;
- Costs accumulated prior to application submission
- Uniforms and corporate apparel/clothing;
- Operating expenses (utilities, rent, salaries, etc.)
- In-kind labour or materials

Deadlines

Applications for the Local Marketing Grant will remain open until grant funding has been allocated.

Requirements

Interested businesses must submit the following items along with their completed application form:

- Completed application
- Marketing plan (if available)
- Project budget and supporting quotes

Application Process

HOW TO APPLY

1. Applicants are encouraged to speak with a program coordinator prior to submission.
2. Once application is submitted, applicants will receive acknowledgment of submission from the program coordinator.
3. All applications will be reviewed by the Economic Recovery Program Committee.
4. The Committee may use its discretion to approve funds less than the requested amount based on the scope and quality of the application and project.
5. If approved, applicants will sign a Grant Agreement.
6. Once project is complete, applicant will be required to submit final invoices along with final report for reimbursement.

WHAT TO SUBMIT

- Completed Application Form**
- Marketing Plan** – The marketing plan should indicate how grant funds will be utilized. While not a requirement, a marketing plan will help strengthen the application by demonstrating a well thought out project that aligns with a business's marketing goals.
- Project Description** – A complete description of the project which will include how the marketing initiative will drive cash flow to the business and support economic recovery.
- Project Quotes** – At least two separate quotes that indicate the cost of the project. *(NOTE: Reimbursement will be based on the actual Project Costs)*

THE REVIEW PROCESS

The Program Coordinator will bring completed applications to the Economic Recovery Program Committee for review. The Committee will review each application and vote to approve, approve with conditions or deny the application. Approval with conditions will be given in cases where the proposed project only requires minor changes to meet the program requirements. The Program Coordinator will notify applicants of the Committee's decision.

FUNDING DISBURSEMENT

1. The funding available for an applicant's project will be determined based on the quotes provided. The reimbursement amount will be based on actual Project Costs.
2. The Program Coordinator will prepare a Reimbursement Agreement that will indicate the terms of the grant. The agreement will be signed by the applicant and the City of Grande Prairie. Only work commenced after the agreement has been signed is eligible for reimbursement.
3. Once the project has been completed, notify the Program Coordinator in writing to request a final review.
4. Submit a letter requesting reimbursement, including copies of all paid invoices.
5. The Program Coordinator will process the request and prepare a reimbursement cheque consistent with the terms of the Reimbursement Agreement.