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**Grant Application**

Businesses may **apply for a maximum of $5,000** in funds to market and promote their business but are encouraged to include other marketing efforts and budgets that they do above and beyond what this grant can support when presenting their plans and respective budgets.

**BUSINESS NAME:**

**CONTACT NAME:**

**ADDRESS:**

**PHONE:**

**EMAIL:**

**WEBSITE:**

**LOCALITY:** (Please check the locality in which your business is based. For instance check “Strasburg” only if your business is located within Strasburg town limits. A business with a Strasburg address but operating outside of Strasburg town limits will check “Shenandoah County”

Strasburg

Woodstock

Edinburg

Mount Jackson

New Market, Toms Brook or Shenandoah County

**How long has your business been in operation?**

**Have you been awarded this grant in the past? Yes No**

**If so, how were the funds used? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
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**Check the category that best describes your business:**

Professional Services

Agricultural

Retail

Restaurant

Hospitality/Tourism Based

Arts

Other (please specify)

**Please provide a brief description of your business (Including your target market/audience)**:

**BUDGET OF PROPOSED PROGRAM**

Grant Funds Requested $

Additional Funds $

**Total Marketing Budget**  $   
 **Funds must be spent by June 1, 2019 to qualify for reimbursement or payment.**

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**Session 1: Branding**

**Please attach *a copy* of your completed Branding Booklet. Please keep the original for yourself.**

**How will you take what you learned about your business in the branding session and incorporate it into your budget/marketing plan?**

**Session 2: Maximizing You Marketing Dollars**

**What are some ways you plan to maximize your marketing budget?**

**Session 3: Canva and Google My Business**

**Please attach an ad you created in Canva to promote your business. Examples could be for an event, sale, coupon code, product spotlight, customer testimonial, etc.**

**Social media platform(s) and any additional marketing avenues you will use and why you chose them.**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Specific goals of this ad (ex: increased traffic, sales, clients, suppliers, etc. but elaborate)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Reason/inspiration for running this message**

\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Please provide a screenshot/print out of your businesses Google Page.**

**Is there anything you are going to change or have changed since the class? Please describe.** \_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Sessions 4: Facebook for Business**

**Aside from using the Canva ad, provide examples of additional ways you will utilize Facebook to promote your business?**



**Session 5: Instagram**

**Aside from using the Canva ad and Facebook, what are additional ways you will utilize Instagram to promote your business?**

 **If you do not plan on utilizing Instagram please explain why.** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Benchmarks and Measurements:**

Complete the table below with as much information as possible. If you do not have information for a row, check “Not Applicable”.



\*\*This column should not be completed until after the marketing plan is implemented and applicants are able to analyze results. Winners will be required to submit a follow-up report/table indicating how the goals were met. **Referring back to pages 5 and 6 and considering additional marketing channels, present your *entire* marketing plan, budget and timeline below. **

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| --- | --- | --- | --- |
|  |  |  |  |
| **Marketing Channel** | **Ad Details  (could include type, size and frequency)** | **Estimated Placement Date(s)** | **Cost** |
| (Example) Savor Virginia | (Example) 100,000 digital ads, retargeting impressions to run | August-October 2017 | $2,400 |
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| **Specific Item  (brochure, design services, display production, etc.)** | | **Anticipated Completion Date** | **Cost** |
| (example) Hive Creative Group | Website Redesign | August 2017 | $6,000 |
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| **TOTAL** |  |  |  |

**Explain how you will track the success of your marketing plan.**