

# Culpeper Downtown

## MICRO MARKETING LEVERAGE GRANT

Legal Name of Business/Organization: \_\_\_\_\_

Doing Business As (if applicable): \_\_\_\_\_

### MAILING ADDRESS

Mailing Street Address: \_\_\_\_\_

Mailing City: \_\_\_\_\_ Mailing State: \_\_\_\_\_ Mailing Zip: \_\_\_\_\_

### PRIMARY PHYSICAL ADDRESS IN DOWNTOWN CULPEPER

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### PRIMARY CONTACT

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Town of Culpeper Business License Account Number: \_\_\_\_\_

Town of Culpeper Business Tangible Property Account Number: \_\_\_\_\_

Culpeper County Business Tangible Property Account Number: \_\_\_\_\_

Choose ONE of the Taxpayer Identification Number (TIN) options and then provide number:

- Employer Identification Number       Individual Taxpayer Identification Number       Applicant does not have a TIN

TIN: \_\_\_\_\_

*Proprietary information provided on this application is voluntarily provided by private business pursuant to a promise of confidentiality from a public body. The Town will use this information for business, trade, and tourism development or retention.*

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**PROGRAM NAME/PROJECT IDEA:** \_\_\_\_\_

Funds Request: \_\_\_\_\_

### PROJECT DESCRIPTION (15 POINTS)

**Question 1: Tell us about your project, and what you want to accomplish?** \_\_\_\_\_

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### BUSINESS SELF-EVALUATION (15 POINTS)

**Question 2: Tell us about your customers? Are they local? Are they visitors? Age/Gender:** \_\_\_\_\_

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**Question 3: How does your business contribute to Culpeper as a travel destination?** \_\_\_\_\_

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**Question 4: Tell us how you partner with other Culpeper businesses, Culpeper Tourism, and/or Culpeper Renaissance Inc.?**

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### MARKETING MESSAGE AND PROGRAM (25 POINTS)

**Question 5: What is your brand message or business motto?** \_\_\_\_\_

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**Question 6: Please list your business website and social media handles:** \_\_\_\_\_

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## MICRO MARKETING LEVERAGE GRANT

**Question 7: Marketing Calendar and Budget**

The charts below offer you space to list your project expenditures. Only fill in areas that pertain to your project.

Media Outlet	Ad Type, Size and Frequency	Placement Data (Month, Year)	How does this reach your Customer/Goals?	Total Cost	Notes
<i>Example: Northern Virginia Magazine</i>	<i>1/4 page ad, single run</i>	<i>October 2020</i>	<i>Over half of my customers visit from Northern Virginia and Washington DC</i>	<i>\$2,100</i>	<i>I will use all \$1,500 from the grant and contribute the additional \$600 out of pocket</i>

Specific Item (design services, photography, art, display production, etc.)	Anticipated Completion Date (Month, Year)	How does this reach your Customer/Goals?	Total Cost	Notes
<i>Example: Interior Mural</i>	<i>April 2021</i>	<i>This will garner renewed interest in physically visiting our business</i>	<i>\$1,500</i>	<i>The mural costs more than \$1,500, but we are covering additional expenses out of pocket</i>

\*\*\*Check your math – make sure your budget total matches the fund request\*\*\*

# Culpeper Downtown

## MICRO MARKETING LEVERAGE GRANT

### PERFORMANCE MEASURES (5 POINTS)

Question 8: What are your program/project goals, and how will you measure them? \_\_\_\_\_

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### TERMS AND CONDITIONS

1. This grant program is intended to help businesses and organizations in downtown Culpeper with recovery marketing from the COVID-19 pandemic.
2. Only recognized businesses and organizations in downtown Culpeper are eligible to apply. Applicants need to be properly licensed with all local taxes paid to date.
3. Funds must be used for recovery marketing only. Operational expenses are not allowed.
4. Completed applications must be submitted by emailing [CulpeperTourism@culpeperva.gov](mailto:CulpeperTourism@culpeperva.gov). No other application delivery formats will be accepted. Grading of applications is expected to take roughly two weeks.
5. This is a first-come first-serve grant program. The program will remain open until all funds are disbursed, or by May 31, 2021, whichever occurs first.
6. Upon approval of your application, reimbursement funds will be available immediately. Applicants will be required to submit documentation of project expenses (receipts, proof of payment).
7. Any changes in the applicant's program that arise after notification of award must be submitted in writing and approved in writing by Culpeper Tourism. Failure to do so may result in default and any funding awarded to date may be refundable to Culpeper Tourism.
8. All programs should be completed within 6 months of the award notification date.
9. All program placements must be completed no later than May 31, 2021.
10. Culpeper Tourism and Culpeper Renaissance Inc. must report on the effectiveness of the Culpeper Downtown Micro Marketing Leverage Grant to our stakeholders. We must show a return on investment of the program. To that end, you will be required to provide a brief final report on the effectiveness and outcomes of your programs.
11. A final report must be submitted to Culpeper Tourism within 60 days of the completion of the program detailing the results of the project. The final report is a simple summary of the results and other outcomes of your project. A report template will be supplied.
12. Failure to provide the final report, or failure to meet guidelines stated in the application, may result in businesses/organizations being in default and any funding awarded to date may be refundable to Culpeper Tourism. If Culpeper Tourism must refund funds because of the applicant's action or omission, the applicant must refund the same amount to Culpeper Tourism.

### AUTHORIZED SIGNATURE

I certify that I have read and understand and am authorized to complete and submit this application on behalf of the Applicant. I verify that the statements contained herein are true, accurate, and complete. I acknowledge that false and inaccurate statements made on the application are grounds for immediate rejection of the application.

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Submit by sending to [CulpeperTourism@culpeperva.gov](mailto:CulpeperTourism@culpeperva.gov)