

Culpeper Downtown

MICRO MARKETING LEVERAGE GRANT

Program Overview

The **Culpeper Downtown Micro Marketing Leverage Grant** is designed to stimulate new advertising, marketing and promotional activity for businesses and organizations in downtown Culpeper. The Culpeper Tourism department brings this grant to you with matching funds from a *Downtown Investment Grant* secured through the Virginia Department of Housing and Community Development. Culpeper Tourism has partnered with Culpeper Renaissance Inc., who will be administering the funds disbursement.

What is the Culpeper Downtown Micro Marketing Leverage Grant Program?

The coronavirus has had a devastating impact on the economy. As the Commonwealth of Virginia slowly reopens for business, Culpeper Tourism in partnership with Culpeper Renaissance Inc. is offering these grant funds as a first step to re-enter into the marketplace to spur economic activity and consumer behavior.

Funding

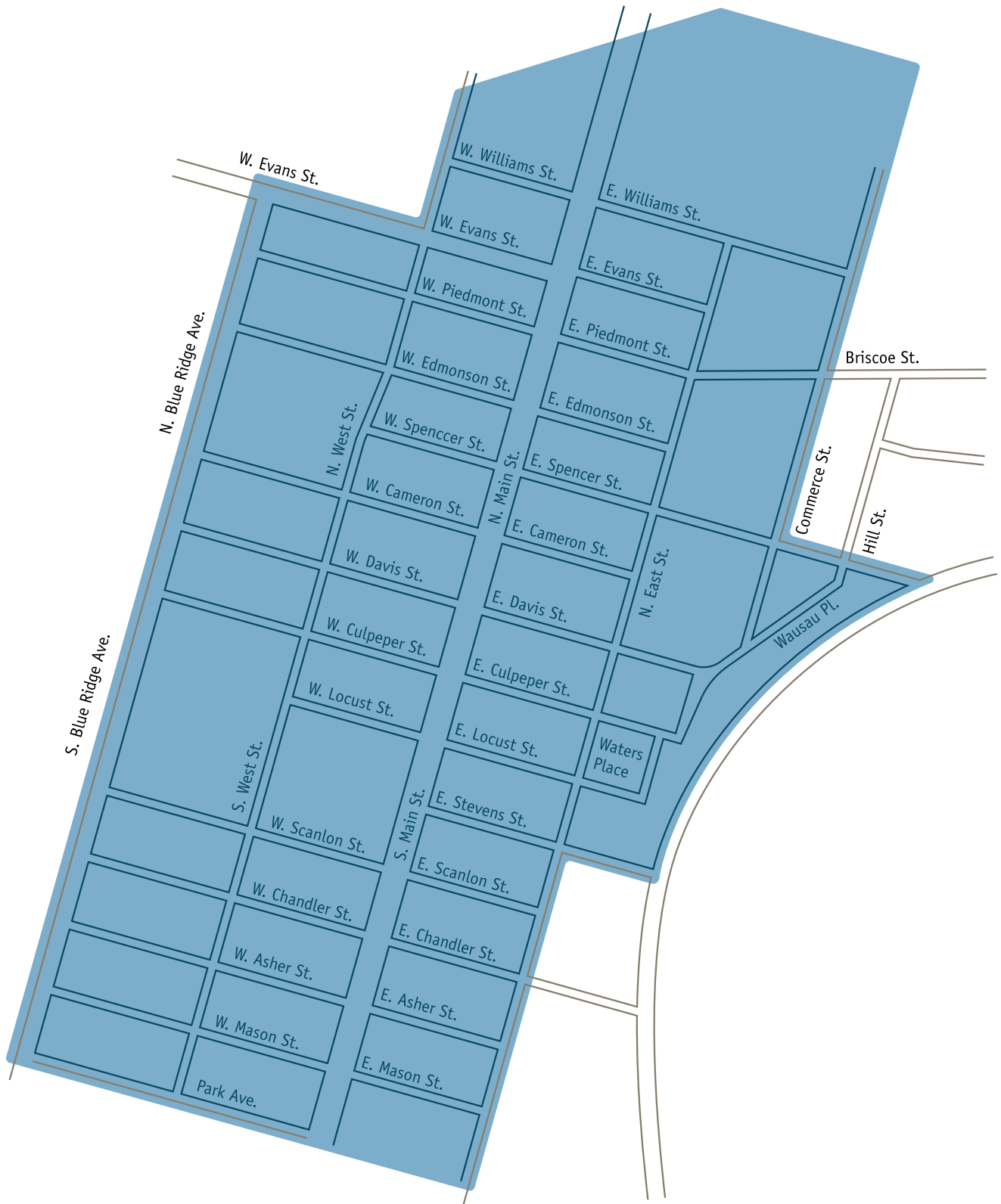
- There is \$30,000 in the **Culpeper Downtown Micro Marketing Leverage Grant Program**.
- Businesses and organizations can apply for a minimum of \$250, or a maximum of \$1,500. All funding requests within this range will be reviewed.

Deadlines, Payments and Reports

- This is a first-come first-serve open grant. There is no application deadline, the **Culpeper Downtown Micro Marketing Leverage Grant** will remain open until all funds have been disbursed.
- The **Culpeper Downtown Micro Marketing Leverage Grant** funds are disbursed on a reimbursement basis upon receipt of documentation of project expenses.
- A final report is required at the end of your project. Projects should be completed within 6 months of award notification date.
- Applicants must score a minimum of 48 points in order to receive funding.

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Micro Marketing Leverage Grant Footprint



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Application Questions

There are eight application questions, including the marketing calendar and budget form.

PROJECT DESCRIPTION

15 POINTS

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

Example Answer: Window display upgrades and paid social media boosting for the months of October and November. This is needed since sales continue to be down due to the coronavirus pandemic, and updating our window display gives us imaging and stories to share via social media. We expect these efforts will drive awareness and sales.

Example Answer: Mural on the interior wall of shop. Need – we are taking advantage of this grant opportunity to invest in our business by commissioning a custom public art piece in our shop/restaurant. We will leverage this art to secure media coverage, drawing attention to our business during COVID, and driving sales and foot traffic.

Example Answer: Digital banner ads to drive website traffic to our online sales site. This is needed as our online sales site is relatively new (COVID times) and we are relying on a combination of online and in person sales to survive. Increased web traffic should result in increased online sales.

Example Answer: Paid photography and graphic design work to enhance our business brand and image. Needed as we continue to see an increase in digital awareness and engagement. Our existing business brand and image was in-house design years ago, and needs to be refreshed. We will use these new professional tools to engage through social media and website promotion.

BUSINESS/ORGANIZATION SELF-EVALUATION

15 POINTS

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

Example Answer: Our customer is female, age 28-45. Market is a fifty-fifty split between greater Culpeper and Northern Virginia, Charlottesville, and Richmond.

Example Answer: Our customers are families with school-aged children, coming from Maryland, DC and Virginia.

Question 3: How does your business/organization contribute to Culpeper as a travel destination?

Example Answer: We work to deliver exceptional customer service, we actively promote our restaurant in Culpeper and surrounding areas, we keep our menu current and reflective to consumer interests and demands, we encourage our staff to know our community so they can communicate with visitors who seek to learn about things to do and places to go.

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

Example Answer: We offer Old House and Mountain Run wine on our menu; we use honey from La Bee da Loca; we sell Le Monkey House t-shirts in our shop; we worked with Culpeper Tourism on a photo shoot; we participated in Crush Friday and or 50 Years of Love promotions, we supply information to the Visitor Center, we participate in the Holiday downtown open house; we decorate light poles each year; we submit our promotions and events to Megan Gray and or Jessica Jenkins.

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MARKETING MESSAGE AND PROGRAM

25 POINTS

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

Example Answer: Come discover joy in Culpeper, where life moves a bit slower. Where the noise and chaos of crowded streets fade away, and you can reconnect with what truly matters. In Culpeper, you are free to give your life the attention it deserves.

Motto Example: Culpeper, Virginia

Rich History | Modern Charm

Question 6: Please list your business/organization website and social media handles.

Example Answer: VisitCulpeperVA.com; Facebook: @VisitCulpeperVA; Instagram @VisitCulpeperVA

Question 7: Marketing Calendar and Budget Form

**Included in the application*

PERFORMANCE MEASURES

5 POINTS

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

TOTAL APPLICATION POINTS

60 POINTS

Eligible Expenses

- Digital marketing – search engine optimization, banner and website advertising, and other electronic marketing initiatives are eligible expenses.
- Social media marketing initiatives, including Facebook, Twitter, YouTube, Instagram, Pinterest, etc.
- Influencer Marketing – contracting influencer marketers. Applicants must read, review and sign a copy of Culpeper Tourism’s Best Practices for Influencer Marketing.
- Production of photography and video footage. Any such materials produced should be offered for use by Culpeper Tourism, Culpeper Renaissance Inc., and Virginia Main Street and should comply with Culpeper Tourism Usage Rights.
- Outdoor advertising, such as sidewalk displays, building signage, window displays, banners, etc. and installation costs are eligible.
- Special events costs associated with event branding and promotion are eligible expenses.
- Non-traditional forms of promotion – such as murals, unique art installations, performances that increase visitation and awareness. Promotional art must be tied to your business/organization and the products or services you are promoting. Exterior murals and installations are subject to the Town of Culpeper approval and the Architectural Review Board approval.

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- Placement of advertisements (includes print ads, digital, social media boosts, co-op advertisements, radio, television, etc.). Ads must promote the applicants business/organization and or downtown Culpeper to patrons and visitors.
- Printed materials – brochures, rack cards, promotional and sales materials, window displays, and banners.
- Website development – new development, e-commerce development, and creative updates to existing websites are eligible. Maintenance fees for websites are NOT eligible.
- Creation of mobile marketing applications so long as they are measurable. This includes mobile applications and other related programs.
- Fulfillment costs – fees associated with mailing collateral materials as a result of the marketing project.
- Innovative ideas – just because it’s not listed, doesn’t mean it won’t be approved.

Non Eligible Expenses

- Administrative expenses including office space, salary and personnel costs, office supplies, office equipment, normal office postage, other administrative costs and overhead costs, are not eligible expenses.
- Ongoing maintenance and hosting fees for websites are not eligible expenses.
- Costs for tangible goods and products for resale are not eligible expenses.
- Special event costs associated with personnel or operating costs are not eligible expenses.
- Costs of applicant businesses promotional items (such as business pens, pencils, t-shirts, hats, general merchandise, stickers, etc.) are not eligible expenses.

Application Process

1. Download and complete the full application at [VisitCulpeperVA.com/micromarketingleveragegrant](https://www.visitculpeperva.com/micromarketingleveragegrant) including the marketing calendar and budget.
2. Email completed applications to CulpeperTourism@culpeperva.gov
3. Applicants will receive an email confirming receipt of the application.
4. Application reviews will take roughly two weeks to fully process.

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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. 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.