

Ortonville Downtown Development Authority Merchant Association Program Grant Information

The Downtown Development Authority offers up to \$250 annually in reimbursements to DDA merchants and community groups for support of local collaboration efforts and business development resources. This program helps to facilitate the DDA mission which is: *Dedicated to promoting economic revitalization, supporting local businesses, and preserving the natural and historic heritage of the Village of Ortonville...*

Eligible Projects Include:

- Downtown Dollar Event – Using our gift certificate program, the DDA will provide up to 50 customized gift certificates to use in a promotional effort geared toward generating commerce for your business and Downtown Ortonville.
- Marketing/Advertising Effort - This grant allows local merchants and community groups to undertake a marketing or advertising effort, social media ads, direct mail, print or other marketing efforts. Contact the DDA to discuss your ideas.
- Supporting Local Events & Community Groups – This grant will reimburse you for participating in and/or sponsoring a local event, activity or school/community group. For sponsoring an event or activity, we ask that you support local groups serving Ortonville.
- Business Development Training – This grant can be used to sign up for a class or workshops that will directly help you manage or grow your business.
- Service Subscription – Use this grant to sign up for a service like Constant Contact Email Marketing or use a professional to design and/or maintain your website.
- The Citizen Newspaper Advertising - Do you have a promotion you would like people to know about? Do you have a new product or service? Are you planning a special event or activity? Take out an ad in The Citizen and this grant will help to off-set the cost.

Program Guidelines

- Eligible Participants: businesses, non-profit organizations, service organizations, and religious congregations located within the Ortonville DDA boundaries.
- Grants cannot be combined with other DDA subsidized offers.
- Grants are reimbursements and require proof of expense/purchase.
- Applicants can receive a total of \$250 using one or multiple grants during a calendar year.
- Grants are awarded on a first-come, first-served basis and until the budgeted allocation has been exhausted.
- Multiple merchants/groups can receive a grant for the same effort. Collaboration on projects is encouraged.

Creating Collaboration & Providing Business Development Resources to Downtown Ortonville Merchants.



Merchant Association Program Grant Application

I would like to apply for the following DDA merchant grant(s):

- Downtown Dollars Event
- Marketing/Advertising Effort
- Supporting Local Events & Community Groups
- Business Development Training
- Service Subscription
- Citizen Newspaper Advertising

Applicant's Name: _____

Business Name: _____

Mailing Address: _____

Phone & Email: _____

Brief Description of Effort(s) _____

- I have attached proof of these expenses/purchases with my application
- I will provide proof of these expenses/purchases when incurred

I, the applicant, understand that these grants cannot be combined with other DDA subsidized offers. These are reimbursements "up to" the amount of the grant and require proof of expense/purchase. DDA merchants are eligible to receive a total of \$250 each calendar year.

Printed Name: _____

Signature: _____ **Date:** _____