

# Omro BID Advertising Grant Program

## **Purpose:**

The Omro BID makes these grants available to business and property owners for the purpose of promoting their business in the medium that serves them best.

*Applicants are advised that the BID is not obligated to consider requests for promotion undertaken prior to approval of the grant proposal.*

## **Grant Amount:**

Applicants may apply for grant funding up to \$250. Funds are available as a 50% reimbursement for marketing and promotional purposes. For example, a \$500 marketing campaign would be eligible for reimbursement up to \$250.

## **About the Grant:**

The purpose of this grant program is to provide marketing and promotions assistance for events, services, programs or activities that attract visitors to Omro businesses

The BID board will be screening applications for marketing and promotion grant funds.

## **Eligible Applicants:**

Applicants must be located within the Omro Business Improvement District

## **Definition of Eligible Projects:**

Applicants will be required to provide information to the BID board to support accountability for use of the funds in compliance with the application requirements.

“Marketing and promotion” (as it relates to this grant) means any of the following activities:

- a. Advertising, publicizing or distributing information for the purpose of attracting customers to an Omro business
- b. Marketing special events and festivals designed to attract customers. This applies to marketing and promotion *only*. Grant funds may not be used to fund event operations.

Eligible marketing and promotion projects must fit within these definitions. Prior to rating and ranking, all applications will be screened for eligibility. Proposed projects that are not found to fit guidelines will be rejected.

## **ELIGIBLE EXPENSES**

<input type="checkbox"/> Radio or TV Ads	<input type="checkbox"/> Direct mail ads
<input type="checkbox"/> Web expenses: design, development and or updates	<input type="checkbox"/> Print ads
Mobile app design, development, or updates	<input type="checkbox"/> Signs
<input type="checkbox"/> Web advertising: Google ads, social media, and other electronic media expenses	<input type="checkbox"/> Sales catalogs
<input type="checkbox"/> Hats, t-shirts, clothing or other giveaways, not for resale	<input type="checkbox"/> Video productions
<input type="checkbox"/> Trade or food shows: booth fees, electric hookups, cost of samples	<input type="checkbox"/> Banners
<input type="checkbox"/> Vehicle truck and trailer wraps	<input type="checkbox"/> Billboards
<input type="checkbox"/> Brochures	<input type="checkbox"/> Farm signs
<input type="checkbox"/> Newspaper ads	<input type="checkbox"/> Retail displays

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## Grant Application Procedure:

1. Complete the grant application form and attach a copy of the proposed project and costs. Grant proposal may be delivered in person, mailed or emailed to the Community & Economic Development Director at the Future Omro office.
2. If the proposal conforms to the guidelines and application is acceptable, the BID Board will move the application forward in the approval process. Should the committee require further information or alterations to the proposal, the applicant will be contacted by the Community & Economic Development Director.
3. Grant monies will only be disbursed after submittal of paid receipts from the completed project to the Director. All costs incurred and payment made have to happen the year of the application. Only one application per business will be accepted per calendar year, with year ending in December.

## Omro BID Advertising Grant Application

Please fill out this application and return it to:

Stephanie Hawkins, 130 W. Larrabee Street, Omro, WI 54963 or e-mail it to: shawkins@omro-wi.com.

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address of Building: \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-mail: \_\_\_\_\_

Description of project: \_\_\_\_\_  
\_\_\_\_\_

Amount Requesting: \_\_\_\_\_

Total Cost of Project: \_\_\_\_\_

Signature of applicant: \_\_\_\_\_ Date: \_\_\_\_\_

\*Documentation of paid bills must be submitted when the project is completed. All eligibility and reimbursement is subject to BID Board final approval. A limited number of grants are awarded annually. All costs incurred and payment made have to happen the year of application. Only one application per business will be accepted per calendar year. Responsibility of payment of funds for the completed work is that of the business owner.

**Office Use Only:** Amount of \_\_\_\_\_ Received by Director Date: \_\_\_\_\_ Initials: \_\_\_\_\_

Approved BID Board Date: \_\_\_\_\_

Application Sent to City Hall for Payment Date: \_\_\_\_\_