



## Marketing and Fixed-Cost Grant Program

### Overview

Franklin Southampton Economic Development, Inc. understands the economic distressing period we have entered as we continually navigate the COVID-19 crisis. In partnership with the Franklin Southampton Charities and the Camp Foundation, this grant was developed in order to help with the real-time needs of our business community.

### Grant Details

The Marketing and Fixed-Cost Grant Program is a reimbursable grant created to assist local businesses with additional marketing or fixed-cost support and can be used towards the following business sectors:

- Paid marketing, advertising efforts, or e-commerce initiatives
- Fixed-cost expenses (rent, power bill, etc.)

Grants are reimbursable, with a maximum grant amount of \$3,000 per business. Grants will be awarded **after** approval of the application. Applications for the grant are open from **March 30, 2020** through **April 13, 2020**. Program funds are limited and issued on a first-come, first-served basis. Applicants must submit copies of all paid invoices/receipts in order to receive reimbursement of the approved amount.

### Qualification Criteria

Businesses must meet the following qualifications:

- Operate as a for-profit company
- Independently owned (no franchises)
- Have a brick-and-mortar location within the City of Franklin or Southampton County
- Have a current business license in either/both the City of Franklin and/or Southampton County
- Be in good financial standing with the City and County, respectively.

### Approval Criteria

- The business must submit a grant application (will become live 3/30/2020 at 9AM)
- Your business license must be attached with your application (a cell phone photo of the document will suffice.)
- Applications will be reviewed on a case-by-case basis by FSEDI staff.
- The business must provide receipts for eligible work before the grant funding is dispersed.



- The receipts for reimbursements must be submitted by June 30, 2020.

### **Application Process**

1. Applicant must complete and submit the application.
2. FSEDI will send an email notification to the applicant acknowledging the processed application.
3. Applications will be reviewed by FSEDI staff. (note-this is a rolling submission process, applications will be reviewed in the order in which they are received.)
4. If approved, FSEDI will send an email to the applicant: both confirming approval and requesting invoice/receipt of project/payment.
5. FSEDI will send grant payment to the respective business.

Questions? Call 757-562-1958