

...to champion a healthy, vibrant downtown community!



DEVELOPMENT INCENTIVE PROGRAM Cluster Marketing Grant Guidelines and Application

GUIDELINES

DIP Cluster Marketing promotes cooperative marketing of two or more Salina Downtown businesses.

AVAILABLE FUNDS: SDI has a maximum of \$7,000 to award on a competitive basis in 2019. Minimum single grant request is \$250. Maximum single grant request is \$1,000.

MATCHING REQUIREMENT: : All applications are competitive and require a minimum cash only match of \$2 private investment to \$1 Development Incentive Program (DIP) grant funds. In-kind contributions will NOT count towards the required match.

ELIGIBILITY: Any Salina Downtown business in good standing (Service Fees must be current), may participate in an application for DIP Cluster Marketing funds. The cluster **MUST** include at least two eligible businesses. All participating businesses must agree to include the Salina Downtown logo in all marketing materials associated with their Cluster Marketing Grant.

Any Salina Downtown business in good standing may participate in an unlimited number of clusters annually (provided funding is available), however preference will be given to first-time grant applicants. Priority will be given to BID members. However, non-profit Salina Downtown, Inc. partners whose principal location lies within the downtown boundaries are also eligible to apply for DIP Cluster Marketing funds.

INELIGIBLE PROJECTS:

- Projects with no minimum 2:1 match
- Projects without a minimum of two eligible Salina Downtown businesses
- Applications are NOT accepted from businesses located outside the downtown district.
- Any project initiated prior to award date (i.e. no ads may run before awards are announced.)
- Marketing NOT defined in the Project Description

APPLICATION PERIOD: Applications are accepted quarterly (if funds are available). Completed applications are due at the SDI office by 12:00 noon on the following

Critical Dates:

AVAILABILITY OF FUNDS: The availability of funds depends upon the billing agreement with the marketing agency.

120 West Ash • PO Box 1065, Salina, KS 67402-1065 • (785) 825-0535 • FAX (785) 825-7216 • www.salinadowntown.com

APPLICATION REQUIREMENTS:

- (1) Project Application
- (2) Project description (maximum of one page)
- (3) Project timeline
- (4) Budget Worksheet

SELECTION CRITERIA: All projects will be judged on their individual merits and components. The following criteria will serve as the basis of consideration:

- Ratio of matching funds to private investment (minimum 2 to 1). Additional consideration given to applicants providing more than the minimum match requirements
- Presentation of a cohesive marketing plan
- Strength of the cluster partnership
- Innovation of the project

APPROVAL: Applications are subject to review and approval by the DIP Cluster Marketing Grant Review Committee. The DIP Cluster Marketing Grant Review Committee includes the SDI Destination Marketing Committee Chair and two Salina Downtown retail or retail/service members at large. No individual applying for funds may serve on the Cluster Marketing Grant Review Committee.

Applications awarded DIP funding will officially be notified by letter.

ADDITIONAL REQUIREMENT: All projects awarded grants must be completed within one calendar year from the official date of the award letter. All marketing must include the Salina Downtown logo and/or the words Historic Salina Downtown Salina Downtown.

AVAILABILITY OF FUNDS: The availability of funds varies and depends upon the billing agreement with the marketing agency.

APPLICATION REQUIREMENTS:

- (1) Project Application
- (2) Project description (maximum of one page)
- (3) Project timeline
- (4) Budget Worksheet

SELECTION CRITERIA: All projects will be judged on their individual merits and components. The following criteria will serve as the basis of consideration:

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Applications awarded DIP funding will officially be notified by letter.

ADDITIONAL REQUIREMENT: All projects awarded grants must be completed within one calendar year from the official date of the award letter. All marketing must include the Salina Downtown logo and/or the words Historic Salina Downtown Salina Downtown.

AVAILABILITY OF FUNDS: The availability of funds depends upon the billing agreement with the marketing agency.

FOR PROJECT DIRECTLY BILLED TO THE APPLICANT/S, funds will be reimbursed to the applicant/s when the project is completed and paid invoices have been submitted to Salina Downtown, Inc. Closeout report forms will be included with the award notification letter.

EXCEPTION: Successful applicants who are directly billed marketing expenses and who submit a 6 to 12 month DIP cluster marketing project, may request quarterly reimbursement for paid marketing expenses.

FOR PROJECT DIRECTLY BILLED TO SDI, Successful applicants **MUST** pay their entire share of the project cost prior to initiation of the project. SDI can NOT directly market any business in the district. Therefore, the participant cost share **MUST** be paid prior to the project start date.

Application forms are available from Salina Downtown, Inc. (SDI),
120 West Ash Street, Salina, KS 67402-1065 and on line at www.salinadowntown.org

**DEVELOPMENT INCENTIVE PROGRAM
Cluster Marketing Grant Application**

Cluster _____ Date _____

Primary Contact for this application _____

Phone _____ e-mail _____

Mailing address _____

Salina Downtown Businesses in the Cluster (minimum of 2 eligible businesses)

1. _____ Applicant signature _____

2. _____ Applicant signature _____

3. _____ Applicant signature _____

4. _____ Applicant signature _____

5. _____ Applicant signature _____

6. _____ Applicant signature _____

TOTAL PROJECT COST \$ _____

DIP Amount Requested \$ _____ (Maximum request \$1,000)

TOTAL Private Match \$ _____

What is the ratio of the private investment to grant request? _____: _____
(Minimum \$2 private: \$1 grant)

Will Salina Downtown, Inc be directly billed for this project? _____ YES _____ NO

IF YES, ALL PARTICIPATING BUSINESSES MUST PAY THEIR SHARE PRIOR TO THE INITIATION OF THIS PROJECT. ANY UNPAID PERCENTAGE OF A PROJECT WILL RESULT IN THE CANCELLATION OF THE AWARD. SDI RESERVES THE RIGHT TO CANCEL ANY SUCH CONTRACT WITH THE VENDOR.

ADDITIONAL REQUIREMENTS

Complete and attach one additional page MAXIMUM that includes:

- Project Description including marketing methods
- Project Timeline - Outline the proposed time schedule for the project (be specific). Keep in mind that the project must be completed within one calendar year of the award date.
- Budget Worksheet on the following page

Cluster Marketing Grant Application

Project Description: Limited to space provided.

Project Time Line: Indicated project start and finish dates.

Cluster Marketing Grant Application BUDGET WORKSHEET

Include the proposed line item expenses for the project showing the amount of investment and the amount of requested grant funds to be applied to the specific expenses. Budget should be broken down to include each expense by line item.

EXPENSE DETAILS	DIP FUNDS	PRIVATE FUNDS	TOTAL
PROJECT TOTAL			

Cluster Marketing Grant Application

APPLICATION CHECK LIST

- _____ Application Form (with authorized signatures from all participating businesses)
- _____ Project Description (Maximum one page)
- _____ Project Timeline
- _____ Budget Worksheet

SUPPLEMENTARY REQUIREMENTS

_____ SDI has verified that Business Improvement District Service Fees are paid for all participating businesses (must be current at the time of application, award and payment).