



## **FREE MONEY! NO STRINGS ATTACHED**

Money doesn't grow on trees, but it can grow your business or keep it alive until we reach better times. The Centralia Downtown Association wants to give you money just for that purpose!

### **Where the money comes from:**

The City of Centralia granted the Centralia Downtown Association \$55,000 to do three things:

1. GIVE AWAY grants of up to \$3,000 to businesses in and around downtown to develop their websites or other e-commerce like Etsy;
2. GIVE AWAY grants of \$500 for social media marketing; and,
3. Develop the CDA website to showcase downtown businesses, including yours!

### **Our e-commerce grants just keep getting better!!!**

That's right, you can get a grant of up to \$3,000 to start a website, improve your website, or start another form of e-commerce. Once your application and work plan are approved, the CDA will pay your vendor directly with no cost to you (and no matching requirement) until October 10, 2020. Any invoices received after that date will not be paid by the CDA. However, we will work with your vendor to get everything invoiced and paid on time. It's important to get started now because it takes a fair amount of time to get the work done. Even if you just create a landing page, that page will help the CDA to promote your business and it will help reach customers during this pandemic and beyond.

### **Social Media Marketing Grants!!!**

Most of our downtown businesses have seen a decrease in business due to COVID-19 as many customers are staying home more to remain safe. Keep your business in front of your customers with social media marketing. These \$500 grants can be used for:

- Hiring photographers to take social media ready photos (traditional or 360)
- Hiring providers to develop social media ready graphics
- Contracting with a provider to provide social media marketing services
- Pay for social media marketing costs e.g. facebook or instagram ads.

### **Who is eligible?**

Small businesses in downtown Centralia.

**Application Deadline:** Funds will be awarded to qualifying businesses on a first-come first-serve basis until all the funds are depleted or October 10, 2020 whichever is sooner.

**Where to apply:** Complete this application and submit by email to [centraliadowntownassociation@gmail.com](mailto:centraliadowntownassociation@gmail.com). If you are unable to send by email, please call 360-345-1040.

**Questions:** Email [centraliadowntownassociation@gmail.com](mailto:centraliadowntownassociation@gmail.com) or call 360-345-1040.



# APPLICATION FOR CDA GRANTS

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

Owner/Manager: \_\_\_\_\_

Street Address: \_\_\_\_\_

Mailing Address if different: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Tell us a bit about your business. What do you do? How long have you been in business?

How was your business impacted by COVID -19 (check all that apply)

- Sales/business decreased by less visitation
- Closure or restrictions decreasing business
- Business lost due to client closures or changes (ex. Client is school)
- Impacted by unsold perishable or seasonal inventory
- Other \_\_\_\_\_
- Estimated loss \_\_\_\_\_ (% or \$)

Which grants are you applying for (check one or both):

- Website/E-commerce Grant of up to \$3,000  
You and/or your vendor must provide a scope of work prior to full grant approval.  
Do you have a website  No  Yes, please list \_\_\_\_\_  
Do you have another online presence like facebook? \_\_\_\_\_
- Social Media Marketing Grant of \$500  
Will you use the funds for (check all that apply):
  - Hiring photographers to take social media ready photos (traditional or 360)
  - Hiring providers to develop social media ready graphics
  - Contracting with a provider to provide social media marketing services
  - Pay for social media marketing costs e.g. facebook or instagram ad.

Please read the following and sign:

I \_\_\_\_\_ (print name) understand that the grant may only be used for website, e-commerce development or social media marketing. The CDA will pay my vendor for my e-commerce development up to \$3,000 provided that the invoices are received prior to October 10, 2020. I further understand that if I am awarded a \$500 social media marketing grant, I must submit receipts to the CDA to be reimbursed and those receipts must be received by the CDA no later than October 10, 2020. Receipts and invoices will be sent to the CDA via email to [centralidowntownassociation@gmail.com](mailto:centralidowntownassociation@gmail.com), or mail to CDA P.O. Box 391, Centralia WA 98531 (must be received by the CDA before Oct. 10), or delivered to 328 N. Tower on Fridays or Saturdays between 10am and 3pm. **I further understand that the entire grant amount must be spent no later than October 10th and invoices/receipts must be submitted to the CDA by the same date or I will be liable for my expenses.** \_\_\_\_\_ (please initial)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date