



Centralia Downtown Association Marketing Expansion Funding

The first priority of the Centralia Downtown Association during the Covid-19 pandemic is the health of our community. We encourage everyone to follow state mandates and CDC guidelines. During the shut-down, the CDA would like to help downtown business owners strengthen their online sales to help generate income during this period and to come out of the crisis with a new or improved stream of income. To that end, we are offering funding for website development and e-commerce sites. This funding will not accrue interest and will be repaid by donating your time through volunteer hours with the CDA. Details are listed below.

What this program covers:

To support your efforts, we have identified a list of local website developers who may be able to help you with your web development work. Our funds may be used to: create your website; further develop your website; expand your social media presence to include platforms not currently in use; or, get you started on an established e-commerce site like Etsy. We will be flexible with these funds to the extent needed to establish or improve your online sales.

The amount available for Marketing Expansion Funding:

The CDA is offering funding of up to \$1,000 each to be granted by the Board of Directors. These funds will be paid directly from the CDA to the service provider who completes your proposed project. Regretfully, these funds are limited.

Application Deadline:

Open until all the funds are depleted.

Repayment of the Marketing Expansion Funds :

Repayment of the funds requires one volunteer hour for every \$50 of funding. For example, \$1000 will require 20 volunteer hours for the CDA before December 2021. For a list of current volunteer opportunities, please see our website at downtowncentralia.org.

Who is Eligible:

Business owners in the historic district of downtown Centralia bordered by Center St., Tower Ave., Walnut St., and Pearl. Please see map. Preference will be given to businesses without a current income stream.

Where to apply:

Complete this application and submit by email to centraliadowntownassociation@gmail.com. If you are unable to send by email, please call 360-345-1040.

Questions?

Email centraliadowntownassociation@gmail.com

Call 360-345-1040

Application for CDA Market Expansion Funding

This is an application for a volunteer equity loan from the Centralia Downtown Association for a maximum amount of \$1,000 to establish or enhance the website and/or e-commerce of businesses located within the Historic District of Centralia. (See map.). Because these funds are being offered by the Centralia Downtown Association, it is our desire, but not required, that those receiving this funding will use local developers for their projects. We would like to keep as much funding in our community as possible.

Name: _____

Business Name: _____

Business Address: _____

Phone/Email: _____

Do you have a website? Yes No

List website, instagram or facebook page if applicable: _____

Purpose of the Request. Please be specific, use as much space as necessary:

Any additional information that the CDA should consider in granting this request?

Please read the following and sign:

I _____ (print name) agree to use this funding for the purpose of enhancing or developing online sales. Detailed invoices for services, not to exceed the amount approved are to be sent directly, by the provider, to the CDA. I further agree to repay these funds with volunteer hours equal to one (1) hour for every \$50 of the loan amount before December 31, 2021. If conditions change so that I cannot meet this obligation, I agree to work with the CDA as soon as possible but not later than December 31, 2021, to establish a means to carry out the required volunteer hours and/or to create another form of repayment.

Signature _____ Date _____