**Northwest Iowa Planning & Development Commission and**

**Iowa Lakes Corridor Development Corporation**

**COVID-19 Small Business Marketing Assistance**

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**Background:** To assist regional businesses and industry with recovery and development of programmatic approaches in response to the Coronavirus pandemic, the Northwest Iowa Planning & Development Commission applied successfully to the Economic Development Administration for a grant of federal funds from the US Department of Commerce pursuant to CARES Act Recovery and Assistance. The Iowa Lakes Corridor Development Corporation is supporting NWIPDC in execution of the grant.

**Objectives:** The Corridor COVID-19 Small Business Marketing Assistance program provides matching funds to businesses located in the Iowa Lakes Corridor region - Buena Vista, Clay, Dickinson and Emmet counties to enhance their online presence through quality video production, product or lifestyle photography, and design & branding assistance. The Corridor has partnered with F8 Creative to provide applicable creative service packages to applicants.

**Program Incentives:**

Matching funds up to $1,000. Recipients must provide match at a ratio of 2:1 (i.e. for every one dollar of funding received, recipient provides $0.50.) Funds will be paid directly to the marketing firm. Options include:

 **Half-Day** of creative services: $750 ($500 paid by program, $250 paid by applicant)

 **Full-Day** of creative services: $1,500 ($1,000 paid by program, $500 paid by applicant)

 Services include Video, Photography, and Design.

 **Examples:**

* **Half-day**
	+ **Video:** 1 hour filming, plus 3 hours editing, for a 30-45 second edit
	+ **Photography:** 2 to 3 hours shooting, plus digital asset management (retouching, etc.)
	+ **Design:** brochure or flyer design/layout; simple logo design or redesign
* **Full day**
	+ **Video:** 2 to 3 hours filming, plus 5 to 6 hours editing, for a 1-2 minute edit
	+ **Photography:** 4 to 6 hours shooting, plus digital asset management (retouching, etc.)
	+ **Design:** multiple print design/layout pieces; complex logo design or redesign

**Qualifying Businesses:** Small businesses with under 50 employees with the primary location in Buena Vista, Clay, Dickinson, or Emmet county.

**Application Procedure:**

Complete the accompanying application and return electronically to Alyssa Petersen, Coordinator of Administration and Communication of Iowa Lakes Corridor Development Corporation, at apetersen@lakescorridor.com. Thoroughly completed applications will be reviewed and scored. Incomplete applications will be returned to the applying business with explanation of necessary additions.

**Application Deadline:** May 15, 2022 or until all funds are disbursed, whichever comes first. Applications will be judged in the order they are received.

**Scoring Criteria:**

The application will be evaluated in part but not exclusively upon the extent to which the project:

* Facilitates online sales and/or other nontraditional sales channels
* Improves access to needed products or services for area residents and visitors

**APPLICATION FORMS (SEE FOLLOWING PAGES)**

**Corridor COVID-19 Small Business Marketing Assistance FAQ**

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**What is the application deadline?**

Applications are being accepted April 15 through May 15, 2022, or until all funds are expended. Applications will be considered in the order received.

**What businesses are eligible?**

Small businesses with under 50 employees and the primary business address and operations in Buena Vista, Clay, Dickinson, or Emmet counties.

**How will the funds be disbursed?**

The Corridor COVID-19 Small Business Marketing Assistance funds will be dispersed directly to F8 Creative. *Only expenses accrued after approval will be reimbursed.*

**How long do I have to spend the funding?**

30 days from date of award

**What is the match requirement?**

The funds require recipients to provide a 50 percent match. That is, for every $1.00 of funds, the recipient must expend an additional $0.50 for qualifying expenses.

*EXAMPLE: Company A is awarded funds to support online sales and services. The cost of the chosen services is $1,500. The Corridor will pay $1,000 directly to F8 Creative, and Company A is responsible to pay the remaining $500 to F8 Creative.*

**Who will score the applications?**

Applications will be scored by a small task force of local business people according in part to the criteria described above.

**Will there be another round of funding?**

No. Once funds are expended, the program will end.

**Other considerations**

The goal of the funding is to assist businesses in recovering from the negative effects of the COVID-19 pandemic by enhancing promotions, opening new sales channels, and/or introducing new products or services.

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| Business Name: Click or tap here to enter text. |
| Address: Click or tap here to enter text. |
| Phone Number: Click or tap here to enter text. |
| Email Address: Click or tap here to enter text. |
| Internet Address: Click or tap here to enter text. |
| Federal Tax ID#: Click or tap here to enter text. |
| Business Owner(s) Name, Address, Personal Phone Number: Click or tap here to enter text. |
| # Employees:Full Time: Click or tap here to enter text.Part Time: Click or tap here to enter text. |
| Business Description (max. 500 words; use additional sheet if required)Click or tap here to enter text. |
| Narrative describing project and how it fulfills scoring criteria (max. 750 words; use additional sheet if required)Click or tap here to enter text. |
| Members in any local organizations? (Chamber, Main Street, etc.) Please list if applicable:Click or tap here to enter text. |
| Amount of funding requested ($500 or $1,000): Click or tap here to enter text. |
| If a partial funding is awarded, how will project change?Click or tap here to enter text. |
| Can business currently support online purchasing? If not, how does this project address that limitation?Click or tap here to enter text.*Would you like assistance listing your products on shopiowa.com?* Click or tap here to enter text. |
| **Project Financing (Sources & Uses of Funds, use separate sheet if necessary)** |
| Source  |  | Amount |  | Use |
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| Applicant(s) Signature, full name, date*Applicant confirms that the above statements are true and correct to the best of my knowledge.*  |