



## Business Resiliency Program Marketing Grant Application Form

### DESCRIPTION

The purpose of the Marketing Grant is to support local businesses in the development of a marketing plan and/or marketing material that will support local COVID-19 recovery efforts and drive cash flow to businesses.

### DEADLINES

Applications will be reviewed on a first come, first served basis, and the program will be offered until the total funding pot has been spent or September 30, 2021, whichever comes first.

### SUBMISSION INFORMATION & QUESTIONS

Completed applications should be submitted to [economicdevelopment@stalbert.ca](mailto:economicdevelopment@stalbert.ca).

For more information about the program, please contact [economicdevelopment@stalbert.ca](mailto:economicdevelopment@stalbert.ca).

GENERAL INFORMATION		
Date	Business Owner Name	
Applicant Name (Primary Contact)	Business Trade Name	
Applicant Phone Number	Business Legal Name	
Applicant Email	Business Phone Number	
Website Address (if applicable)	Business Address	
Proposed Start Date		
Estimated Completion Date		
Estimated Total Cost of Project	Total Requested Grant Amount	
ELIGIBILITY		
Business License Number	Length of Time in Business	Number of Employees (including owner/proprietor)



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### MARKETING PROGRAM

Use the chart below to detail your proposed budget and anticipated outcomes.

DESCRIPTION	PROJECT COST	REQUESTED GRANT AMOUNT	DETAILED DESCRIPTION <small>(eg Facebook ad to run for 1 month; develop a marketing plan that we can use for the next year)</small>	ANTICIPATED OUTCOME <small>(eg Increase the number of people coming to our Facebook page by 5% over the month that the ad runs)</small>
Professional fees related to the development of a marketing plan				
Marketing/ advertising content development				
Graphic design development or software				
Video production				
Brand development				
Advertising costs including social media and traditional media				
Printing costs				
Email marketing development				
Digital training				
Other: (please specify)				
<b>Total</b>	<b>\$</b>	<b>\$</b>		



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**APPLICATION DECLARATION**

I understand that my submission of an application does not constitute a guarantee for funding under the Business Resiliency Program – Marketing Grant. I certify that all information is true and accurate to the best of my knowledge, and if approved, work will be completed in accordance with the terms and conditions of the Program Agreement entered into with the City of St. Albert.

Name (please print) \_\_\_\_\_ Date \_\_\_\_\_

Applicant Signature \_\_\_\_\_

<b>FOR OFFICE USE ONLY</b>			
Date/Time Received	Date of Application Review	Application Complete <input type="checkbox"/> Yes <input type="checkbox"/> No	Decision <input type="checkbox"/> Approve <input type="checkbox"/> Approve with conditions <input type="checkbox"/> Refuse
Date of Notification Sent to Business	Amount of Grant		