

# DOWN TOWN MARSHFIELD

## MARKETING GRANT

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## GRANT PROGRAM OVERVIEW:

Main Street Marshfield is excited to announce another year of the Downtown Business Marketing Grant Program, offering downtown businesses personalized marketing packages, each valued up to \$2,000.

- This program is intended to finance high-quality marketing for downtown businesses.
- The maximum award amount is 1 package per business. A total of 6 businesses will be selected from the applicants.
- The application review committee, (the Main Street Economic Vitality Committee followed by a second review by the Main Street Marshfield Executive Committee), will deem an application complete or incomplete and will make the determination if an application meets eligibility requirements. The committee reserves the right to reject any application in whole or in part.
- Applicants will be reviewed and considered according to their written responses.
- Applicants will be notified whether or not they are selected to receive a package by April 4, 2025. Main Street Marshfield will connect recipients with Exclamation to schedule their personalized marketing session.
- It is the intent of Main Street Marshfield that all activities related to this grant program shall not violate any law prohibiting discrimination against any applicant or citizen of the City of Marshfield BID on account of race, color, creed, religion, national origin, sex, age, marital status, sexual orientation, or physical handicap.

## APPLICANT REQUIREMENTS:

1. The applicant must be a local, non-franchise business located within the Marshfield Downtown Business Improvement District (BID).
2. The applicant's business must be operating and open to the general public on or before March 31, 2025.
3. The applicant must be in good standing at the time of application with the State of Wisconsin Department of Financial Institutions and the City of Marshfield. {If you, as the applicant, are the responsible party for the following, they must all be up to date: real and property taxes, outstanding payments, potential judgments, licenses, fines, permit fees, or other amounts due the City.}
4. Applications must be submitted before the application deadline: March 31, 2025.
5. Applications will be accepted by online form, mail, email, or in person during Main Street Marshfield office business hours (Mon.-Wed., 8 a.m. - 2 p.m.).
6. Marketing projects may be delayed for grant recipients whose circumstances change between the application period and the date that grants are awarded. Any decision to delay a project will be a collaboration between Main St. Marshfield, Exclamation, and the grant recipient. Projects that are delayed for more than one calendar year will be terminated and those businesses must reapply.
7. Upon project completion, recipients must complete a project survey and supply a video testimonial to allow us to share their experience with future applicants.



### Small Business Website

Ideal Applicant: A small business without a website, or with a site that is dormant, inactive, out of date, etc.

It's rare that a small business wouldn't benefit from having an online presence that's strengthened by a website. Even a one-page website that contains all your relevant content to be discovered is better than no website at all or a website that has been dormant for years. Being able to access, maintain and update your website is just as important as having one. Get a site that's built on a user-friendly page builder so you can make essential updates when needed.

#### How we'll help:

- New site design built in WordPress (other content management systems could be considered)
- Design/layout of fundamental content describing your products, services, who you are and what you do.
- Photos suited to your business including images supplied by the client, stock photography or custom photography if budget allows
- Location, hours, contact info, accommodations/amenities
- Contact form
- Map
- Social media links
- If needed, domain registration and one year of hosting\*

\*Domains/hosting need to be renewed annually. If your website is new, these fees will be charged annually. More advanced features like eCommerce, embedded marketing, custom development, etc. wouldn't be included but could certainly be estimated/proposed by request.

## Custom Video

**Ideal Applicant:** A business that is hoping to make video a part of their marketing mix, or has a specific use for a short video.

Video is an essential part of marketing strategy in today's world. It has become the leading content strategy and is an important way that people are looking for information on digital and social channels. Getting started in video can be as simple as creating a brief explainer video telling potential customers who you are and what you do, a very personal product demo or educational video showing people how to get the most of what you offer, and every idea in between.

### How we'll help:

- Creative brief to determine the kind of video being made and what goal is being pursued.
- One half day (4-hour max.) shoot
- As needed
  - o Multi-camera setup
  - o Aerial photo/video
  - o Scripting/teleprompter
  - o Motion graphics/titles\*
  - o Audio/music\*
- Post-production including mixing, color correction, audio repair, etc.
- Final export of videos in formats optimized for final distribution (broadcast, web, social media, etc.)

\*Certain video elements could come at an additional cost depending on their complexity and/or if resources need to be purchased outside of the allotted budget. Photo releases will need to be collected for individuals being photographed if no other release exists in your current policies (example, employee handbook). A template can be provided, and all releases are owned/maintained by the grant recipient. Certain shots may not be possible because of legal/regulatory requirements (example, aerial photography in prohibited airspace).

### Logo/Brand Refresh

Ideal Applicant: A business with an existing name/brand that is open to an opportunity to have its visual brand refreshed or updated to current standards.

If your logo is outdated or you're not certain that it speaks to the brand you're trying to portray, you could be missing out. A well-designed logo is an essential element of building your brand, growth, and the understanding of your business in the hearts and minds of your customers and community. Not sure if you need a refresh? Ask yourself; Is my logo unique (does it stand out, especially amongst competitors)? How long ago was it created? Did I create it myself? Does it meet the standard of our industry?

#### How we'll help:

- Creative brief to determine the brand you're trying to portray, understanding of the current brand, and competitive landscape.
- Initial concept(s) including the necessary combination of, typography, color, and logo/icon to refresh your brand.
- Up to 2 rounds of revisions to bring the concept(s) to final.
- Digital files of new logo including elements/variations ready and optimized for digital, web, print applications\*.

\*Additional work beyond design and preparation of final files is not include. Additional brand work like trademark/legal, brand identity guidelines, branding design, etc. would be estimated/proposed by request.

## Branding Photography

Ideal Applicant: An organization that is active in their marketing, public relations, social media strategy and could use some photography to enhance their efforts.

Adding the professional touch to the imagery you're using may be the next step to take your marketing strategy from good to great. Each image you use gives the opportunity to portray your brand and business to current and potential customers. A great photo can do so much including tell a story, build trust, educate, differentiate and/or show your value.

### How we'll help:

- Creative brief to determine the kind of images needed and what goal is being pursued.
- One half day (4-hour max.) shoot
- As needed
  - o Multi-camera setup
  - o Aerial photo/video
- Shots/scenes that may be included\*:
  - o Locations, buildings (including aerials if possible)
  - o Products/services
  - o People (staff, customers, work being done)
  - o Abstract (nature, backgrounds, textures)
- Post-production including color correction, effects, clean-up and optimization.
- Final export of photos in formats optimized for final distribution (digital, web, social media, etc.)
- Shared file of digital formats in your preferred format.

\*Photo releases will need to be collected for individuals being photographed if no other release exists in your current policies (example, employee handbook). A template can be provided, and all releases are owned maintained by the grant recipient. Certain shots may not be possible because of legal/regulatory requirements (example, aerial photography in prohibited airspace).

## Graphic Design

**Ideal Applicant:** An organization looking for enhanced brand credibility, effective communication, and values graphic design as a tool to foster a positive and memorable brand image. These people have a clear vision and purpose for their projects, value collaboration, and provide constructive feedback, all to achieve visually compelling and effective design solutions.

Effective graphic design can elevate your business by creating a visually appealing and cohesive brand identity, fostering trust and recognition among consumers. Additionally, well-crafted design elements can enhance communication, making complex information more digestible and engaging, thereby increasing the overall impact of your marketing efforts.

### How we'll help:

- Creative brief to determine the scope of work, number of designs, templates, deliverables, etc. to achieve your immediate goals.
- Our design team will dedicate 14-20 hours of design time to provide you with tools you can use and whenever possible, customize yourself for future work. This creative process could include some or all of the following steps:
- The graphic design process typically involves several key steps:
  - o Research:
    - Market research and competitor analysis.
    - Exploring design trends, relevant industry aesthetics, and potential inspirations.
  - o Conceptualization:
    - Generating initial design concepts based on the brief and research.
    - Explore various visual ideas, layouts, and styles.
    - Creating rough sketches or wireframes to visualize design concepts.
  - o Design Development:
    - Translate chosen concepts into a digital format.
    - Refining details, choosing color schemes, typography, and incorporating feedback.
  - o Review and Revisions:
    - Implementing revisions based on client input, ensuring alignment with their vision.
  - o Approval, Production and Delivery:
    - Obtaining final approval and confirming that the design meets all specifications and requirements.
    - Preparing the final design for production, whether in print or digital formats while ensuring design elements are optimized for them.
    - Providing finalized design files and including any guidelines or documentation for future use or implementation.

## KEY DATES:

### **March 31 – Applications Due**

### **April 4 – Grants Awarded**

Grant recipients will be notified by Main Street Marshfield that they've been selected.

### **April 14-18 – Kickoff Meeting**

Exclamation will schedule a kickoff meeting with the grant recipient to discuss creative vision, the strategy and purpose of the project, and any requirements of those involved.

### **May 2 – Creative Brief Due**

Exclamation will prepare and deliver a creative brief. A creative brief is a document used to outline the strategy of the project including purpose, objectives, requirements, etc. This document summarizes decisions made during/after the kickoff meeting and ensures that expectations for the final output and deadlines are clear.

### **May 16 – Initial Content Collected**

The client will deliver any copy, images, video, or other assets that may be part of the final output. Files or resources can be delivered physically on a digital storage device or transferred via a cloud-based storage system or sending service (Google Drive, OneDrive, DropBox, Hightail, WeTransfer, etc.)

If any of these resources will be created or captured by Exclamation, then photo/video shoots, interviews, etc. must all be scheduled to occur no later than this date.

### **November 7 – Project Complete**

The final output will be published or shared with the client for distribution. Additional work or enhancements to work beyond what was included in the creative brief and published by the project completion date may result in additional work and would require a formal proposal.

### **November 14 – Project Survey Complete**

The client will complete a 5-minute survey sharing feedback on the grant program, project process and final output.

### **December 1 – Grant Program Report Due**

Exclamation will provide a final program report to Main Street Marshfield including survey feedback from clients and any available data, examples, before/after, etc.

### **Grant Recipient Requirements:**

Timely communication, scheduling and attending meetings and the delivery of any necessary supportive assets are all very important to making these projects a success. All applicants are expected to be able to be a part of successfully hitting these deadlines and being timely when completing the necessary tasks.





# APPLICATION

Application Submission Deadline is March 31, 2025.

This 3-page application must be fully completed and submitted on time to be considered.

Applications will be accepted online, by mail, email or in person during Main Street Marshfield office business hours – Monday – Wednesday, 8:00am – 2:00pm.

## APPLICANT CONTACT INFORMATION:

Contact Name \_\_\_\_\_

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

Business Address \_\_\_\_\_

Business Phone \_\_\_\_\_

Business Email \_\_\_\_\_

Website \_\_\_\_\_

Social Media Handles \_\_\_\_\_

Years in Business \_\_\_\_\_

Number of Employees \_\_\_\_\_

## PROGRAM SELECTION (rank 1-5 based on your preference or need)

\_\_\_ Small Business Website

\_\_\_ Custom Video

\_\_\_ Logo/Brand Refresh

\_\_\_ Branding Photography

\_\_\_ Graphic Design

## PREVIOUS APPLICANT? (Have you applied for a Downtown Business Marketing Grant in the past?)

\_\_\_ Yes \_\_\_ No





## Marketing Grant

### Share any new business initiatives you have started in the last year.

These could be physical changes to your location, marketing efforts, merchandising adjustments, etc. – anything you’d like to share to demonstrate commitment and drive.

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### Describe how you hope to use this package as a foundation to help grow your business as a whole.

What do you hope to gain from the package itself? Then, how will you use the package as a launching point?

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## Marketing Grant

# AGREEMENT

The applicant will grant to Main Street Marshfield, Inc. unrestricted rights to use the package results or process in any promotions or advertisements of the community.

Your signature below indicates your or your firms' intent to apply for the selected marketing package and that you have read and understand the program description, key dates, and grant recipient requirements. You certify that the information contained within, and attached hereto, this application is correct and accurate to the best of your knowledge.

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Applicant Signature

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Date