

ARPA Application

Due to unprecedented federal funding, the Town has \$850,000 to use towards making local businesses better. This program is **AT LOW OR NO COST TO YOU**.

Do you want a new website or social media help? Do you want to redesign your logo or your building's façade? Please apply and let the Town of Moncks Corner help you make more money and be even more successful.

Contact Information

Business Name:

Business Address:

Business Telephone Number:

Business E-Mail Address:

Owner Name:

Owner Address:

Owner Telephone Number:

Owner E-Mail Address:

About Your Business

Business Description:

What Year Did Your Business Open?

What Year Did You Move into Your Current Location?

Business Website:

Business Social Media Links (Facebook, Instagram, Twitter, etc.):

Funding Needs

What funding options are you seeking? Check all that apply and explain why you'd like assistance in this area.

___ **Façade Improvement:** The Town has partnered with an architect to design a new front for your building. Maybe it's just paint or an awning. Maybe it's a total redesign. We'll work with you to design something attractive, and then we'll hire a contractor to do the work.

___ **Landscaping:** Trees, shrubs and flowers can make your building much more attractive and

inviting. We've partnered with a landscape architect, and with your input we'll design something beautiful and durable.

— **Signage:** Maybe your business doesn't have a sign. Maybe you have an old or unattractive sign that doesn't reflect the business you are now. Let the Town help build you a shiny, new sign. Need a new logo to go on that sign? Check out branding, below.

— **Branding:** Would you like a new, eye-catching logo? How about a comprehensive branding plan of logos, colors, and fonts to make sure all of your advertising materials—website, building sign, business cards—look uniform. We've partnered with an award-winning business marketing firm, to help design something memorable for your business and for your customers.

— **Website Creation and Upgrades:** Does your business have a website? If not, we can build one. If so, we can refresh it and make it more modern. Can you sell your goods on your site? You can now with the help of this program. If your business is chosen to receive funding for this, you may choose to continue your relationship with the consultant for future updates and maintenance at your own expense.

— **Social Media and Social Marketing:** Just like a website, a social media page like Facebook or Instagram can really supercharge your sales. It's not just having pages, it's using your pages to attract, retain, and energize your customers. We can get you set up, teach you everything you need to know, or even maintain your pages going forward, posting professional content as often as you'd like. If your business is chosen to receive funding for this, you may choose to continue your relationship with the consultant for future updates and maintenance at your own expense.

Other Information

1. Income & Profit: Please attach your company's tax return.
2. Are you capable of matching the Town's grant in any way? If so, how much money would you be willing to put into the project?

Note: This grant is described as "at low or no cost to you." The grant is free and can be of no cost to you. However, after meeting with the architect you may find that there are higher cost options that are more appealing.

For example, you may win a \$10,000 grant to do façade improvements with no match from you. However, if you contribute a match of \$5,000, the Town might be able to provide you with a \$15,000 grant. So, in this example, you can receive a \$10,000 project at no cost to you or a \$20,000 project at a cost of \$5,000.

Possible Match Amount Contributed by You: _____

3. What else can you tell us about your business to help us make our funding decisions?
