

Project Proposal

December, 2022

Welcome to Rollingwood Business Promotion Project:

The RCDC proposes a project for welcoming new businesses to the City of Rollingwood. Such promotion could be as simple as preparation and circulation of a one-page advertisement in the city or could be payment for a welcome packet to be made available or to be distributed in the city. Alternatively, this project could use funds to purchase advertising for the benefit of a new Rollingwood business in local publications such as Tribeza magazine, Impact Newspaper or other periodical. The amount allocated and authorized for this project would be a maximum of \$10,000.00 annually, but not more than \$2,000 per business. All welcoming materials or advertisements would be required to carry the Rollingwood branding.

To be enrolled in the program, businesses located in the city of Rollingwood would submit their advertising for prior approval to ensure the marketing efforts were in line with the program and eligible for reimbursement. The submission process would entail an intake form ECONOMIC DEVELOPMENT PERFORMANCE AGREEMENT NEW BUSINESS INCENTIVE PROGRAM prepared by the city of Rollingwood legal counsel and applications submitted would be approved by the RCDC explaining the advertising efforts' purpose, location, and cost. Businesses would also be required to submit any/all invoicing/receipts showing proof of the expenditure in line with what was approved by the RCDC before being reimbursed.