

WESLACO BUSINESS MARKETING GRANT

A. Purpose

The Weslaco Business Marketing Grant provides financial assistance to existing businesses within Weslaco's City Limits. The Grant will support the local businesses by providing funding for innovative and impactful marketing efforts and initiatives aimed at increasing visibility, customer engagement, boosting sales, brand recognition and growth within the community.

B. Target Areas

This Grant is open to all retail and commercial businesses within Weslaco's City Limits, excluding areas in the ETJ. Below are eligible and ineligible businesses:

Eligible Businesses:

- For profit businesses
- Brick-and-mortar
- ~~Food truck lots with three or more food trucks, provided the food trucks have a lease term of at least one year~~

Ineligible Businesses:

- Non-profit organizations, religious organizations, home-based businesses, independent school districts, attorneys, medical practices, day cares, independent insurance agents, big box/name companies, the hospitality sector, real estate brokers, franchises, and residential developers

C. Objective

Grant funds will be made available aimed at increasing marketing efforts and initiatives to boost sales, customer engagement, and brand recognition for local businesses, such as: ?

- Leveraging digital marketing (social media, TV, radio) for advertisements
- Advertising campaigns
- Photography of products and/or services
- Video Creation

D. Grant Amounts

Each approved business will be awarded a maximum of up to \$1,000 per business. The EDCW office will pay the marketing entity directly, up to \$1,000. If the business chooses to contribute additional funds, the remaining balance must be paid in full upfront, with proof of payment submitted to the EDCW office.

? \$2,000.00

E. Grant Limitation

The Grant monies must be utilized within ninety (90) days of approval. If the business fails to utilize the Grant monies within the given timeframe, the business forfeits the Grant and the marketing project will not be funded by the EDCW office. The business can reapply for the Grant every 5 years.

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F. Grant Eligibility & Requirements

- Funds cannot be used for payroll, rent, utilities, construction, sponsorships, equipment purchases unrelated to marketing, previous marketing debt or expenses incurred before the grant award date.
- Funds cannot be used for residential properties or vacant commercial buildings
- Funds must be used for marketing-related expenses such as:
 - Branding (ie: logo design, website design)
 - Digital marketing advertisements (ie: social media, TV or radio commercial)
 - Advertising campaigns (ie: social media, TV or radio)
- Businesses must be located within Weslaco's City Limits.
- Businesses must be a brick-and-mortar that offer taxable services and/or sales, with proof of building ownership and/or a signed lease agreement.
- Businesses must not have no more 20 employees (or equivalent full-time employees).
- Businesses must have a valid business license/sales tax ID/Certificate of Occupancy and be in good standing with the City of Weslaco and the State of Texas.
- Businesses must have an active "Google My Business" listing.
- Businesses of any age are eligible. Start-ups are eligible if they have a formal business plan and active business registration.

G. How to Apply

1. Contact the EDCW office to confirm grant funds are available.
2. Fill out the Weslaco Business Marketing Grant Application and submit to the EDCW office, in person or via email.
3. Your application may be reviewed by the Board of Directors. To ensure consideration, please submit your application at least two weeks prior to the scheduled EDCW Board of Directors meeting, held on the third Wednesday of each month. Applications submitted after the deadline will be reviewed at the following month's meeting.
4. Contact the marketing entities below or any other agencies of your choice, to discuss best marketing plan for your business.
5. Submit the marketing quote/contract/plan, from the marketing entity, that outlines the proposed marketing effort, initiative, or campaign and must include the marketing firm's contact information.

H. Important Notes

- The Grant funds are available until the funds are depleted and renewed every fiscal year pending approval by the EDC Board of Directors.
- Submitting an application does not guarantee approval. Processing typically takes 1–2 months once all required documentation is received.
- These funds are intended for new marketing efforts, initiatives, or campaigns and cannot be used for those already in progress.
- Any previous marketing debt or expenses incurred before the grant award date will not be considered.
- Businesses can enhance their chosen marketing effort by contributing additional funds, however, EDCW office will only cover a maximum of \$1,000.
- It is highly encouraged to reference the City of Weslaco to be added to the marketing effort (e.g., "Made in Weslaco," "Proudly Made in Weslaco", "Weslaco, TX", "Grown in Weslaco", etc.).

I. Required Documents

With Application Submission:

- Proof of building ownership and/or a signed lease agreement
- Proof of valid business license/sales tax ID/Certificate of Occupancy
- Quote/contract/plan that outlines the proposed marketing effort, initiative or campaign
- A detailed performance report, including data analytics from your business website, social media,
- Copy of "Google My Business" page

After Grant Approval:

- Proof of aired advertisements on TV, radio, or social media
- A detailed performance report, including data analytics before and after the marketing campaign
- Receipts and proof of contract with the ad agency (grant payments will be made directly to the ad agency)

J. Marketing Entities

The EDCW Office has partnered with the following marketing entities to provide your business with the best price quote and marketing option. The business is encouraged to reach out and determine which is the best marketing option that will provide an impactful marketing effort and initiative aimed at increasing visibility, customer engagement, boosting sales, brand recognition and growth within the community. The business may reach out to other marketing entities of their choosing.

Social Media Campaign	TV Commercial	Radio Commercial
Unify Digital Jeremy Inglesi jeremy@rgvphotovideo.com OR Valeria Gomez valeria@unifydigitalrgv.com 956-706-4993 / 956-281-0201	KRGV-TV Debbie Nott debbie@krgv.com 956-968-5555 ext.5960	iHeart Media Linda Hinojosa lindahinojosa@iheartmedia.com 956-975-2132



Economic Development Corporation of Weslaco

275 S. Kansas Ave. Weslaco, TX 78596
956-969-0838 | weslacoedc@gmail.com

WESLACO BUSINESS MARKETING GRANT APPLICATION

Section 1:

Name of Applicant:	_____		
Applicant Type: (check one)	<input type="checkbox"/> I am the Property Owner	<input type="checkbox"/> Leasing the Property	How many years is the lease term _____
		Property Owner's Name	_____
Business Name:	_____		
Type of Business:	_____		
Property Address:	_____		
Mailing Address:	_____		
Phone:	_____	Email:	_____
Year Established:	_____		
# of Employees:	Full Time _____	Part Time	_____

Have you received any grants or business incentives from the EDCW? ☐ No ☐ Yes, date _____

How did you hear about the Grant? ☐ Social Media ☐ Website ☐ Word of Mouth ☐ Business Neighbor

Do you have marketing budget? ☐ Yes ☐ No If yes, how much? _____

Are you a chamber member? ☐ Yes ☐ No

Are you currently employed by, serving on, or affiliated with the Weslaco EDC? ☐ Yes ☐ No

If affiliated, please specify with whom: _____

Section 2:

Do you have a website?

☐ Yes: www. _____

☐ No

☐ No, but I am interested in learning how to create a website

Do you have social media?

☐ Yes, check all those that apply and indicate analytics below, for the last month

☐ No

☐ No, but I am interested in learning how to create a social media page

Insights:

☐ Facebook

Handle: _____

Likes: _____

Followers: _____

☐ Instagram

Handle: _____

Likes: _____

Followers: _____

☐ TikTok

Handle: _____

Likes: _____

Followers: _____

☐ Twitter

Handle: _____

☐ Pinterest

Handle: _____

☐ YouTube

Handle: _____

Likes: _____ # Likes: _____ # Likes: _____
 # Followers: _____ # Followers: _____ # Followers: _____

Section 3:

Provide a detailed description and your goals of how you plan to use the grant funds. Include specific activities such as advertising, website development, social media campaigns, etc. _____

Name of Chosen Marketing Entity (choose one):	Business Contribution	Weslaco EDC Contribution
<input type="checkbox"/> Unify Digital	<input type="checkbox"/> \$ _____	<input type="checkbox"/> \$1,000
<input type="checkbox"/> KRGV-TV	<input type="checkbox"/> \$ _____	<input type="checkbox"/> \$1,000
<input type="checkbox"/> iHeart Media	<input type="checkbox"/> \$ _____	<input type="checkbox"/> \$1,000
<input type="checkbox"/> Other: _____ (attach quotes if needed)	<input type="checkbox"/> \$ _____	<input type="checkbox"/> \$1,000

Proposed Start Date: _____

Proposed Completion Date: _____

Additional Comments _____

Applicant certifies that it does not and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code as amended. If during the term of any Agreement entered into between Applicant and The Economic Development Corporation of Weslaco (EDCW), Applicant (including any agent thereof) is convicted of a violation under 8U.S.C. § 1324a (f) as to its knowing employment of an undocumented worker. Applicant shall repay the amount of the grant or other economic development incentive provided under such Agreement plus interest at the rate of ten (10%) per annum not later than the one hundred twentieth (120th) days after the date the EDC notifies Applicant of the violation (or as otherwise provided in the Agreement.) Attachment: Chapter 2264 of Texas Government Code.

Signed by Property Owner: _____ Signed by Tenant: _____ Date: _____

EDC Director's Preliminary Recommendation: _____

For more information, contact the EDC of Weslaco at (956) 969-0838 or mgarcia@weslacoedc.com / acastaneda@weslacoedc.com