



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

Digital Advertising Matching Grant Program

A. Program Overview

The purpose of the Clearwater Downtown Development Board (DDB) Digital Advertising Matching Grant (“Grant”) is to enable eligible businesses within the DDB district to kick-start digital advertising campaigns that promote their businesses and generate enhanced exposure for the DDB District.

The Grant provides for reimbursement of actual costs incurred and paid by the grantee (approved applicant) and is based on a 50/50 split which means reimbursement of up to one half (1/2) of the actual costs incurred and paid by the grantee. The match requested from the DDB must be at least \$1,000.00 in order to be effective but cannot exceed \$2,500.00, with the grantee matching the amount requested.

Grant and matching funds must be used over a 3-month period from June 1 – August 31, 2023, on approved digital advertising expenses. Reimbursement by the DDB will follow successful completion of program and timely submission of required invoice and documentation.

This is a pilot program with the following objectives:

- Incentivize businesses within the DDB district to increase their digital footprint, explore digital opportunities, and find the tools that best align with their business needs.
- Use increased digital traffic and exposure to increase physical traffic to the businesses, which will generate more people supporting the business community within the DDB District and improve awareness of Downtown Clearwater as a destination.
- Provide support and resources for businesses located within the DDB district.

B. Business and Program Eligibility

This grant is available to existing for profit businesses serving customers/clients at a physical location in the DDB district. Applicants will be required to present a business tax receipt from the City of Clearwater.

DDB staff will administer the Grant. For the 2022-23 fiscal year \$50,000.00 in funding has been allocated for these Grants. Grant applications will be considered on a first-come, first-served basis. Application submission does not guarantee approval.

2023 Program timeline is as follows:

- May 5
Application Deadline

- June 1 – August 31
Eligible period for use of grant and matching funds
- September 29
Deadline to provide invoice and supporting documentation for reimbursement
- November 2023
Reimbursement checks issued

C. Activities

Grant and matching funds must target the Tampa Bay area (Pinellas, Pasco, Hillsborough, Manatee, and Sarasota Counties) and be applied to approved digital advertising expenses, including:

- Social media
- Search engines
- Local market alternatives

In order to explore and diversify the different opportunities available through digital advertising, at least two advertising sources must be used. Receipts must be provided directly from service provider, not an advertising/public relations agency or other consultant. Neither grant nor matching funds may be used to pay employees, advertising/public relations agencies, or other consultants of the applicant.

D. Grant Process:

Eligible businesses must complete and submit the online grant application. Applicants must provide detailed plan for how funding will be spent through the 3-month period from June 1 – August 31, 2023.

DDB Staff will review applications for completeness, applicant eligibility, and program criteria compliance. Applications that are not complete, are made by ineligible applicants, or do not comply with the program criteria and conditions will be denied. Decisions regarding approval of the applications by the DDB staff are final. Grantees will be required to sign and comply with a grant agreement that outlines the approved funding amount, project timeline, scope of work, and requirements for reimbursement.

Because this is a pilot program, depending on the scope of work and other factors, the grant agreement may require that the grantee provide a follow up report for metrics collected through December 31, 2023.

Application Submission

1. Applications must be submitted online. Once an application is submitted, DDB staff will provide the applicant with general guidance on the proposed purpose and scope of work and discuss whether the application qualifies for grant funds. Confirmation of application submission will be sent within 7 days. Incomplete applications will not be accepted, and the applicant will be notified as to the rejection. Incomplete and ineligible applications cannot be corrected after the deadline for submission of applications.
2. Each application will be reviewed according to the following criteria:
 - Consistency with the goals of the DDB
 - Consistency with the goals of the grant program
 - Feasibility of the proposed scope of services and timeline
 - Ability to meet the program objectives, and the legal and financial requirements of the program

Metrics

Data and metrics collected from sources paid using the Grant and matching funding must be submitted as part of your program summary to be eligible for reimbursement.

Reimbursement

Grant funds will be disbursed to the applicant on a reimbursement basis. All required documentation must be submitted electronically no later than 5:00 pm Friday, September 29, 2023.

Reimbursement under approved applications will not be made if the grantee fails to comply with the requirements of the grant agreement, which requirements include the scope of work, the eligible time period, the use of matching funds, and the deadlines for submitting an invoice and required supporting documentation proving use of grant and matching funds.

DDB staff will review and approve or disapprove all reimbursement requests. Applicants must submit:

- Invoice
- Itemized list of expenses with dated proof of payment from the service provider.
- Summary of completed program with metrics.
- Copies of digital advertising.
- Any additional supporting materials required in the grant agreement.

E. Next Steps

If you are interested in learning more about the Digital Advertising Matching Grant Pilot Program please visit www.downtownclearwater.com/grants or contact Eric Santiago at eric.santiago@myclearwater.com.



CLEARWATER DOWNTOWN DEVELOPMENT BOARD

Digital Advertising Matching Grant Program 2023 Application

Applicant/Primary Contact Person: _____

Business Name: _____

Address: _____ City, State _____ Zip Code: _____

Email: _____ Website: _____

Social Media Links: _____

Description of Business: _____

Is your business located inside the DDB boundaries? Yes ___ No ___

Is it a for profit business? Yes ___ No ___

Does it serve customers/clients at the physical location within the DDB district? Yes ___ No ___

Has your business previously received grant funding from the DDB? Yes ___ No ___

Attach a copy of your business tax receipt.

Attach a description of your current digital marketing strategy.

What is your current average digital marketing investment per month? _____

Attach a detailed digital advertising plan outlining how grant and matching funds will be spent during the 3-month project period beginning June 1, 2023 and ending August 31, 2023. The plan should address the following items:

- Strategy and goals of campaign – focusing on compliance with grant criteria.
- Scope of work – specify minimum of two service providers.
- Budget – list grant, matching, and any additional funding.

All information contained in and attached to this application is true and correct to the best of my knowledge. I understand that the Clearwater Downtown Development Board can decide to fund or not fund any grant request and its decision is final.

Applicant Signature: _____ Date: _____



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DDB Boundary Map:

