



*...to champion a healthy, vibrant downtown community!*

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## DEVELOPMENT INCENTIVE PROGRAM GUIDELINES Cluster Marketing Grant Guidelines and Application

### GUIDELINES

**DIP Cluster Marketing** promotes cooperative marketing of two or more Lee District businesses.

**AVAILABLE FUNDS:** SDI has a maximum of \$5,000 to award on a competitive basis in 2010. Minimum single grant request is \$250. Maximum single grant request is \$1,000.

**MATCHING REQUIREMENT:** : All applications are competitive and require a minimum cash only match of \$2 private investment to \$1 Development Incentive Program (DIP) grant funds. In-kind contributions will NOT count towards the required match.

**ELIGIBILITY:** Any Lee District business in good standing (Lee District Service Fees current), may participate in an application for DIP Cluster Marketing funds. The cluster **MUST** include at least two eligible businesses. All participating businesses must agree to include the Lee District logo in all marketing materials associated with their Cluster Marketing Grant.

Any Lee District business in good standing, may participate in a maximum of two clusters during the calendar year.

#### INELIGIBLE PROJECTS:

- Projects with no minimum 2:1 match
- Projects without a minimum of two eligible Lee District businesses
- Applications are NOT accepted from businesses located outside the Lee District.

**APPLICATION PERIOD:** Applications are accepted twice annually in July and October (if funds are available).

#### Critical Dates:

##### Application deadlines

NOON Thursday, July 1, 2010

NOON Friday October 1, 2010

##### Award Announcement Date

Friday, July 16, 2010

Friday, October 15, 2010

**ELIGIBLE USE OF FUNDS:** Cluster Marketing only. Projects may include but are not limited to:

- Traditional media advertizing
- Website development
- Special event promotions
- Professional design services
- Professional marketing consultation
- Direct Mail
- Printing
- Other marketing as defined in the Project Description

**INELIGIBLE USE OF FUNDS:**

- Projects with no minimum 2:1 match
- Projects without a minimum of two Lee District businesses
- Marketing NOT defined in the Project Description

**APPLICATION REQUIREMENTS:**

- (1) Project Application
- (2) Project description (maximum of one page)
- (3) Project timeline
- (4) Budget Worksheet

**SELECTION CRITERIA:** All projects will be judged on their individual merits and components. The following criteria will serve as the basis of consideration:

- Ratio of matching funds to private investment (minimum 2 to 1). Additional consideration given to applicants providing more than the minimum match requirements
- Presentation of a cohesive marketing plan
- Strength of the cluster partnership
- Innovation of the project

**APPROVAL:** Applications are subject to review and approval by the DIP Cluster Marketing Grant Review Committee with final approval of the Salina Downtown, Inc. Board of Directors. The DIP Cluster Marketing Grant Review Committee includes the SDI Destination Marketing Committee Chair and two Lee District retail or retail/service members at large appointed by the Salina Downtown, Inc. Board of Directors. No individual applying for funds may serve on the Cluster Marketing Grant Review Committee.

Applications awarded DIP funding will officially be notified by letter.

**ADDITIONAL REQUIREMENT:** All projects awarded grants must be completed within one calendar year from the official date of the award letter.

**APPLICATION DEADLINE:** Completed applications are due at the SDI office by 12:00 noon Thursday, July 1, 2010.

**AVAILABILITY OF FUNDS:** Successful applicants will receive 50% of their awarded funds at the time of award notification. The balance of the awarded funds will be available when the project is completed and the one page closeout report has been submitted to Salina Downtown, Inc.

Application forms are available from Salina Downtown, Inc. (SDI), 120 West Ash Street, Salina, KS 67402-1065 and on line at [www.SalinaLeeDistrict.com](http://www.SalinaLeeDistrict.com)

**DEVELOPMENT INCENTIVE PROGRAM**  
**Cluster Marketing Grant Application**

Cluster \_\_\_\_\_

Lee District Businesses in the Cluster (minimum of 2 eligible businesses)

1. \_\_\_\_\_ 2. \_\_\_\_\_

3. \_\_\_\_\_ 4. \_\_\_\_\_

5. \_\_\_\_\_ 6. \_\_\_\_\_

Primary Contact for this application \_\_\_\_\_

Phone \_\_\_\_\_ e-mail \_\_\_\_\_

Mailing address \_\_\_\_\_

**Project description and details:**

- (a) List of Lee District Businesses participating in this cluster
- (b) Marketing methods included in the project
- (c) Will you be able to complete this project if you are not fully funded

**Project timeline.** Outline the proposed time schedule for the project (be specific). Keep in mind that the project must be completed within one calendar year of the award. (Attach or use opposite side)

**Amount Requested** \$ \_\_\_\_\_ (Maximum request \$1,000)

**What is the ratio of the private investment to grant request?** \_\_\_\_\_ : \_\_\_\_\_  
(Minimum \$2 private: \$1 grant)

**ADDITIONAL REQUIREMENTS**

Complete and attach

- Project Description
- Project Timeline
- Budget Worksheet

Applicant signature \_\_\_\_\_ Date \_\_\_\_\_

Applicant signature \_\_\_\_\_ Date \_\_\_\_\_

Applicant signature \_\_\_\_\_ Date \_\_\_\_\_

Applicant signature \_\_\_\_\_ Date \_\_\_\_\_

Applicant signature \_\_\_\_\_ Date \_\_\_\_\_

Applicant signature \_\_\_\_\_ Date \_\_\_\_\_



## **Cluster Marketing Grant Application (continued)**

### **APPLICATION CHECK LIST**

- \_\_\_\_\_ Application Form (with authorized signatures from all participating businesses)
- \_\_\_\_\_ Project Description (Maximum one page)
- \_\_\_\_\_ Project Timeline
- \_\_\_\_\_ Budget Worksheet

### **SUPPLIMENTARY REQUIREMENTS**

- \_\_\_\_\_ Proof that Lee District Service Fees are paid for all participating businesses (must be current at both the time of application and award).