



Airport Gateway Business Improvement District #40

2021 MARKETING & PROMOTION GRANT DESCRIPTION & ELIGIBILITY:

Background Information – Marketing & Promotion Grants

This Airport Gateway Business Improvement District #40 grant program is intended to leverage local dollars, as well as support the ongoing marketing efforts of local business and property owners in the district and our community. The grant is designed to assist commercial property owners and area businesses with improving the promotion of their businesses, thus improving the overall prosperity of the business community.

General Information – Marketing & Promotion Projects

Applicant Eligibility: Any business or commercial property owner operating within the boundaries of the Airport Gateway Business Improvement District #40 in the City of Milwaukee is eligible to apply to this grant program.

Marketing & Promotion Definitions: Matching grant dollars may be used for any marketing costs associated with promoting the eligible business. Examples of marketing & promotion projects may include, but are not limited to the following:

- Facebook, Instagram, Twitter, other social media boosts and advertising
- Signage used to inform customers about offerings, hours, specials, etc.
- Traditional print, radio and television advertising
- Printing costs associated with brochures, coupons, mailers, booklets, etc.
- Mailing costs associated with direct marketing campaign

Project Eligibility: A business marketing project must meet all of the requirements listed below to be considered for this reimbursement grant:

- ✓ Project must promote Airport Gateway business.
- ✓ Grant limits are up to 50% of the total project cost, with a limit of \$500 in grant funds per project/property in a calendar year.
- ✓ Purchase of product or services related to the grant application must only take place after your application has been approved.
- ✓ Grants will be awarded on a first-come, first-served basis for the duration of fund availability.



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Funding:

- Payments are made based on proof of expenditure of funds (i.e. invoices, receipts, cancelled checks, etc.) for reimbursement.
- Funds approved for a project are for a fixed dollar amount. Cost overruns are the responsibility of the applicant.
- The maximum marketing & promotion grant amount is 50% of the total project cost, up to and not to exceed \$500.

Where to submit a project application:

Leif Otteson – Executive Director
Gateway to Milwaukee – Marketing & Promotion Grant Program
4121 S. 6th Street
Milwaukee, WI 53221
Leif@gatewaytomilwaukee.com
Phone: 414-455-3323



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Marketing & Promotion Grant Program Application and Agreement

Applicant Name (Business and contact person)		
Project Address		
Mailing Address		
City	State	Zip Code
Daytime Phone Number:		
Email Address:		
Project Description:		
Anticipated completion date:		

Project Budget Summary

(In addition to completing this summary, please attach a separate detailed breakdown of the budget, listing each item to be purchased or resource to be donated along with its cost or dollar value.)

		% of total cost
Grant funds requested (50% of project, max of \$500)	\$ _____	_____ %
Matching contributions (your contribution)	\$ _____	_____ %
Total Project cost:	\$ _____	100%



**Airport Gateway Business Improvement District #40
Grant Agreement**

The applicant agrees to the following stipulations:

1. The applicant shall complete the project as described in the application. The application is incorporated into this agreement.
2. The applicant shall submit a brief written summary to the Executive Director of Airport Gateway Business Improvement District #40 upon completion of the project. The summary shall describe the project and include an accounting of the use of The Gateway to Milwaukee – Oklahoma BID #50 grant funds used on the project.
3. The Gateway to Milwaukee - Airport Gateway Business Improvement District #40 may audit all project costs incurred for compliance with this agreement, including costs that are part of the matching contribution.
4. The Gateway to Milwaukee – Airport Gateway Business Improvement District #40 may require repayment of grant funds for any of the following reasons:
 - a) The applicant fails to fulfill the terms of the agreement.
 - b) Finds the application contained material inaccuracies, omissions, errors or misrepresentations.
 - c) The timetable for project completion was misrepresented or has not been maintained.
5. The applicant is responsible for obtaining any required permissions, permits or approvals needed to complete the project.
6. The applicant agrees to indemnify, defend, and hold harmless The Gateway to Milwaukee – Airport Gateway Business Improvement District #40, its officers and employees from any and all causes of action, suits at law or in equity, for losses, damages, claims or demands, and from any and all liability and expense of whatsoever nature, arising out of or in connection with the applicant’s performance or nonperformance of this agreement.
7. Nothing in the granting or acceptance of funds for the project creates an employee-employer relationship with The Gateway to Milwaukee – Airport Gateway Business Improvement District #40.

Applicant Agreement

To the best of my knowledge and belief, all information included in this application is true and accurate, including the commitment of matching contributions. I have read the agreement and understand its provisions. By signing this Agreement/Application, I agree to abide by the agreement and complete the project as proposed should this application be approved.

Signature of Applicant _____

Date

Print Name: _____