

Small Business Enhancement Program Eligible Improvements Brick and Mortar Businesses

INTRODUCTION

The Small Business Enhancement (SBE) Program is a reimbursement grant program that helps eligible retail, food, home-based and creative for-profit businesses purchase equipment and marketing materials associated with starting or growing a business. The Program's goal is to assist Cambridge's business owners with financial assistance to build a stronger customer base and boost sales. As the program is financed with Community Development Block Grant funds from the U.S. Housing and Urban Development Department (HUD), small business owner applicants must meet certain eligibility requirements to participate in Parts I and II.

The Grant Program is offered to **retailers, restaurants, creative, and personal service businesses located in a commercial building and have completed Part I of the program and submitted a fully complete Grant Application (application form attached). The program grant is no more than \$8,000 for equipment and marketing improvements – for grant applicants** meeting HUD eligibility, as determined by the Application and Eligibility Form. If the application is approved, grants will be provided to applicants needing funds to help make well-designed store and marketing improvements to their businesses.

ELIGIBLE IMPROVEMENTS – COMMERCIAL BRICK AND MORTAR SBE GRANT

*Grant applicants may apply for **one or more** eligible improvements, provided the grant award does not exceed \$8,000 for HUD eligible applicants.*

The following improvements are encouraged but not limited to:

1. Internal window displays (e.g., shelving and lighting)
2. Internal signage and lighting fixtures
3. Painting and flooring
4. Merchandising components (e.g., shelving, cash/wraps, counters, menu boards, furniture, decorations and displays)
5. Interior partitions and other removable structures
6. Security equipment
7. Outdoor and interior seating

8. Retail and food service equipment (e.g., cash registers, computers, air conditioners, refrigerated cases)
9. Business software
10. Other improvements deemed necessary to improve layout, ambiance, and overall experience of the space
11. Design and first run of marketing materials, including:
 - a. Web promotions (e.g., Meta or Google ads)
 - b. Reward cards
 - c. Print and TV advertisements
 - d. Branded bags, cups, menus, brochures, postcards, business cards
12. Social media development and assistance (e.g., setting up a social media plan or social media accounts)
13. Business event costs – costs to participate in local farmers markets or similar festivals, including the participation fee and the marketing materials to participate in such events, such as the purchase of tables or branded tents
14. Branding and logo design
15. Marketing content development (this includes receiving professional assistance in developing videos or text for your website and/or printing marketing materials)

Other improvements may be allowed upon review by city staff and HUD

Please note – Improvements requiring labor made and/or paid for prior to a city contract will not be reimbursed.

Projects that only require materials, equipment, and/or marketing services and have been completed within the 6 months prior to a completed application and contract are eligible for reimbursement.