

## Small Business Enhancement Program Eligible Improvements Home-Based and Co-Working 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 **home-based businesses who have completed Part I of the program and submit a fully completed Grant Application (application form attached). The program grant is no more than \$2,000 for marketing improvement – 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 – HOME-BASED/CO-WORKING SBE GRANT

*Grant applicants may apply for **one or more** eligible improvements, provided the grant award does not exceed \$2,000 for HUD eligible applicants.*

The following improvements are encouraged but not limited to:

1. Business software (e.g., QuickBooks, Adobe Creative Suite)
2. Other improvements deemed necessary to improve layout, ambiance, and overall experience of the space
3. Design and first run of marketing materials, including:
  - a. Web promotions (e.g., Meta or Google ads)
  - b. Print and TV advertisements
  - c. Branded bags, cups, menus, brochures, postcards, business cards
4. Social media development and assistance (e.g., setting up a social media plan or social media accounts)

5. Branding and logo design
6. Marketing content development (this includes receiving professional assistance in developing videos or text for your website and/or printing marketing materials)
7. 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

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

***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.***