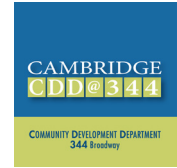


City of Cambridge
Community Development Department
Small Business Enhancement Program
Brick and Mortar Businesses - Marketing Grant
Eligible Improvements



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 materials associated with starting or growing a business. The Program's goal is to assist Cambridge's business owners with technical and 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.

Brick and Mortar Businesses – Grant Program – The Grant Program is offered to retailers, restaurants, and personal service businesses who have completed Part I of the program and send in the Grant Application Form with associated documents and required quotes. The program grant is no more than \$6,000 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 – IN-STORE SBE GRANT

*Grant applicants may apply for **one or more** eligible improvements, provided the grant application does not exceed \$6,000 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. Other improvements deemed necessary to improve layout, ambiance, and overall experience of the space
10. Design and first run of marketing materials, including:
 1. Website design
 2. Web promotions (e.g. Facebook ads)
 3. Reward cards
 4. Print and TV advertisements
 5. Branded bags, cups, menus, brochures, postcards, business cards
11. Social media development and assistance (e.g. setting up a social media plan or social media accounts)
12. Interior signage
13. Brand and Logo Design
14. 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 made and/or paid for prior to a city contract will not be reimbursed.