

**MOUNT PLEASANT
BUSINESS DISTRICT
AUTHORITY**

535 WEST MAIN STREET
MOUNT PLEASANT
PENNSYLVANIA
15666

PHONE: 724-547-0660
FAX: 724-547-3444

WWW.MOUNTPLEASANTBDA.COM

BOARD MEMBERS

ED CHRISTOFANO, R.PH.
PRESIDENT
CHRISTOFANO ASSOCIATES, LLC
HAYDEN'S PHARMACY
MAIN STREET DELI & CAFE

JAMES REGA
VICE PRESIDENT
REGA INVESTIGATIVE SERVICES

DALE WALKER
TREASURER
DALE WALKER CPA

DAVID STAIRS
SECRETARY
NATIONWIDE INSURANCE

BOARD OF DIRECTORS

NINO BARSOTTI
NINO'S RESTAURANT

DEBORAH SALOPEK

NETAH SEROCK
J&M COMPUTER REPAIR

JASON WISNIEWSKI
LEO'S GRILL 31

DR. GREGORY WILSON
WILSON'S CHIROPRACTIC
HEALTHCARE CENTER

EMERITUS DIRECTOR

CHARLOTTE MOWRY
SALOOM DEPARTMENT STORE

ADMINISTRATIVE

LINDA VECCHIO
OFFICE SECRETARY

CONTACT@MOUNTPLEASANTBDA.COM
PHONE: (724) 547-0660

Mount Pleasant Business District Authority
Business Marketing Grant APPLICATION

The Mount Pleasant Business District Authority (BDA) is offering a matching grant program in order to assist businesses with their business marketing strategies.

Prelude:

Business marketing is a vital part of operations in the retail/service industry. Without effective marketing, businesses will not be able to grow and flourish in the communities in which they serve.

Business Marketing Grant:

Grant assistance may not exceed \$500 per applicant or 50% of eligible expenses, whichever is less, and is provided on a reimbursement basis.

For example:

If the total project costs \$300; the grant award will be half of that amount: \$150.

If the total project costs \$600, the grant award will be \$300 award.

Projects that cost more than \$1,000 are eligible for the grant, but the award will be capped at \$500.

Total amount award each fiscal year is \$5,000. Fiscal year is Oct 1st – Sept 30th

Eligibility:

- ✓ Eligible applicants for the business marketing grant are business owners currently owning or leasing tax assessed property within the boundaries of the Borough of Mount Pleasant, as well as prospective owners/businesses planning to locate within the area. Business tenants must submit written consent from the building owner to participate in the program.
- ✓ Applicants are only permitted to receive this grant every 2 years (730 days) from the previous grant awarded by the authority.
- ✓ No grants will be awarded to government owned properties, to tenants in government owned properties, non-profit organizations or residential conversions.
- ✓ Grant will cover the graphic art, layout, printing, and/or mailing of the project.

Eligible Business Marketing Projects Type Maximum reimbursement of \$500.00
The following is grant protocol :

- ✓ The following is approved marketing media: newspaper, television advertisement, flyer distribution, direct door mailers, billboards, website design (new) and pamphlets. Also included are "giveaway" materials printed for distribution such as magnets, pillboxes, key chains. Other forms of marketing must seek the Business District Authority board approval for consideration.
- ✓ Marketing must contain the following business specific information in a form or fashion: name of the business, complete address location, phone number, website, and/or hours of operation. We highly suggest if the marketing is paper or televised forms businesses should include services offered.

Eligible Business Marketing Projects Type (continued)

- ✓ All marketing materials and information should be done with proper etiquette and professionalism to represent the image of a business in the Mount Pleasant Borough.
- ✓ Marketing should be a form of promoting the business and the services that are offered.
- ✓ Forms of coupon distribution or sales is considered a form of marketing. These materials must be distributed to residents. Please note the method of distribution in the application.
- ✓ No marketing of slander against a competitor business will be accepted. We as the Business District Authority of the Mount Pleasant Borough promote only positive business growth for all business. Equal opportunities are granted to all businesses operating within the borough.

Suggestions / Marketing Etiquette

- ✓ Avoid intricate typefaces – the most significant influence on legibility is lettering. Avoid crowded lettering, words or lines. Keep it simple – simple is clear and better received.
- ✓ The most esthetically pleasing and effective marketing are produced when light colored letters and images are placed on a dark, contrasting colored background, or vice versa.
- ✓ Spell proof all your marketing materials.
- ✓ Test your marketing on a sample of people to verify its response and effectiveness.

General Information on Applicant:

Applicant Name: _____

Applicant's Address: _____

Applicant's Phone Number: _____

Applicant's Email Address: _____

Business Name: _____

Contact Person: _____

Project Name (Brief Description): _____

Total Cost of Project: _____ Estimate Cost Actual Cost

Estimated Start Date: _____

Estimated Completion Date: _____

Anticipated Distribution Method : _____

Anticipated Distribution Number to Specified Target Audience: _____

Supporting Documents Required for Projects Type listed

Applicants will need to submit the following documents for review by the Business District Authority Board.

Applicants applying PRIOR to start of project:

- ✓ Proposed Layout or Draft of the marketing item
- ✓ TWO Estimates from authorized contractors performing the work

Applicants applying AFTER completion of the project:

- ✓ Examples of the marketing material distributed to the local target audience.
- ✓ Paid receipts and costs from the authorized contractor performing the work

All applicants should supply a detailed description of the project, what the project consists of, materials used, colors/style/décor of the project. Be clear and direct with your description of the project. PLEASE USE A SEPARATE SHEET OF PAPER.

Application will not be reviewed without all above supporting data.

DO NOT SEND ORIGINALS – SEND COPIES OF ALL MATERIALS

Final Determinations / Board Review:

The Mount Pleasant Business District Authority reserves the right to approve or deny grant requests based on whether it believes the Business Signage proposal will enhance each applicant’s business image and visibility; moreover, align with our values of preserving built communities and supporting the local economy.

ALL PAYMENTS ARE ISSUED TO THE APPLICANT UPON PROOF OF COMPLETION OF SAID PROJECT LISTED WITHIN THIS GRANT APPLICATION. NO EXCEPTIONS.

All rulings of the Mount Pleasant Business District Authority Board are final. No Exceptions.

Attestation of Applicant:

I hereby submit the attached marketing plans & specifications for the proposed project and understand that the Mount Pleasant Business District Authority Board must approve these. No work shall begin until I have received written approval from the Mount Pleasant Business District Authority. No funding is guaranteed until the Mount Pleasant Business District Authority Board approves completed application. Grant monies will not be paid until the project is completed and a paid invoice (s) is provided. The project must be completed within 60 days of grant approval if not completed already.

Applicant’s Print Name

Date

Signature of Applicant

OFFICE USE

Date Received _____

Copy of Permit (if app) Photographs Complete Description Estimates /Receipts

Determination BDA Board Approval BDA Board Denied Awarded Amount: _____

Comments: _____

Mount Pleasant Business District Authority President

Date