

Town of Unity
2017 TIF-supported Marketing and Community Grant Programs Description

The Town of Unity is offering opportunities to for-profit businesses and non-profit or civic entities to increase economic activity in the Town through the Unity Marketing Grant and Unity Community Grant programs. These programs utilize some of the Town's TIF funds.

Marketing Grant Program

This grant program supports activities that will stimulate economic growth by promoting the Town of Unity as a place to visit, shop, reside and start a business. Up to \$500 may be requested to support effective marketing of short-term events. Larger grants may be requested to support long-term marketing products and strategies.

Those seeking funds will be required to complete an application, demonstrate likelihood that the marketing activity will generate measurable economic activity to Unity businesses (other than the host organization or business if an event). If an annual or ongoing activity, the applicant will need to demonstrate an increase in marketing expenditures and effort compared to prior years. Applicants must propose a method to measure the impact of the activity on Unity's economy. In all cases, outputs and outcomes must be measured within one year of completion of the event or project. While applicants may request funds in subsequent years for the same activity, they should expect the amount of funding to decrease.

An example of a Marketing Grant in 2016 was supporting the printing and wide distribution of the Unity Business Exchange Unity Business Directory and Map.

Community Grant Program

This grant program supports activities that will stimulate economic growth through all other (besides marketing) eligible TIF-supported activities. Eligible activities include community projects such as recreational trail creation and maintenance, environmental assessments, workforce training and child care facilities. The maximum grant amount is \$2,500. The EDC will consider other cash and donated contributions in determining whether and to what degree TIF funds should be awarded.

As with the Marketing Grant Program, applicants must demonstrate how the good, service or amenity will strengthen Unity's economic condition beyond any direct benefit to the applicant business or organization, and how this impact will be measured.

For either program, applications must be received at the Town Office (hard copy or email to edc@unitymaine.org) by noon of the third Friday of the month, in order to be considered at the regular Economic Development Committee meeting on the first Monday of the following month. It is recommended that applications be submitted at least 90 days prior to the date that funds are needed. Please see the application form for more details.

The availability of funding is contingent upon and limited by Town Meeting appropriations.

Town of Unity Economic Development Committee
Application for TIF Funding: Marketing and Community Grant Programs

Applications (this cover page and attachments) are due electronically (edc@unitymaine.org) or physically received at the Town Office by noon of the third Friday of the month to be considered at the EDC meeting normally scheduled for the first Monday of the month from 6-8 PM. Applicants should be sure all information is provided and plan to attend the EDC meeting to answer questions about their request. While the EDC will endeavor to decide on the request at that meeting, additional information or adjustments may be required. It is recommended to request funding at least 90 days prior to when funds may be needed. There is no guarantee of approval. Available funding is contingent upon Town appropriations.

Applicant Information:

Name of organization/business _____

Contact Name _____ Title _____

Address _____

Telephone _____ Email _____

Requested Amount \$ _____ Total Project Budget \$ _____

Application is for (circle one): Marketing Grant Program Community Grant Program

Narrative:

Please provide a brief description of the project, including the following:

1. what is the proposed activity;
2. why TIF funds are needed;
3. who are the expected users, beneficiaries or attendees, and whether they are likely to live in Unity;
4. **for the Marketing Grant Program**, what is the marketing plan, and how will it lead to economic development (jobs to be created, likelihood of spurring other economic activity, likelihood of drawing people to the area, etc.);
5. **for the Community Grant Program**, what will be the economic impact on the community (how will goods, services or amenities proposed support tourism, increase sales, assist businesses with productivity or otherwise stimulate additional economic activity);
6. for any activity that has been conducted in the past or is ongoing, how the TIF funding will augment the impact on Unity's economy compared to the status quo;
7. how impact will be measured; and
8. any other benefits of the project.

Project Budget:

Please provide a detailed budget of project revenues and expenses for the proposed activity and the time period involved, including the source of all revenues, including donated time, goods and services. If the activity is ongoing or has been conducted in the past, please provide earlier financial reports. Clearly indicate how the requested TIF funds would be utilized.

Certification:

I, _____, certify that the above and attached information is correct and that I am legally authorized to make this request on behalf of the business/organization. I understand a Form W-9 for the entity receiving the funds must be provided if funded. Within three months of the activity's completion, I will submit a final project financial report. Within one year, I will present the Town of Unity with a report on the measured outputs and outcomes as proposed.

Signature: _____

Date: _____