

Guidelines
Martinsville-Henry County Economic Development Corporation
Small, Minority & Entrepreneurial Division
Marketing Co-op Grant

Program Intent

- To assist Martinsville-Henry County small businesses with the funding of professional marketing services, including the creation and placement of collateral materials.
- To aid in the stability and growth of these companies, potentially increasing tax revenue and jobs within Martinsville and Henry County, Virginia.

Definitions

Small business is defined as a business which has twenty (20) or fewer employees, including its affiliates, has its principal location in Martinsville or Henry County, Virginia, and is properly licensed.

Multi-level marketing (MLM), (also called **network marketing, direct selling, referral marketing, and pyramid selling**) is defined as a marketing structure used by some companies as part of their overall marketing strategy. The structure is designed to create a marketing and sales force by compensating promoters of company products not only for sales they personally generate, but also for the sales of other promoters they introduce to the company, creating a downline of distributors and a hierarchy of multiple levels of compensation in the form of a pyramid.

M-HC EDC is defined as an abbreviation for Martinsville-Henry County Economic Development Corporation.

Marketing Co-op Grant Program Amounts

- Grants are made on a first-come, first serve basis and eligibility is determined at the discretion of Martinsville-Henry County Economic Development Corporation.
- Awards will be considered on an individual basis; awards may not exceed \$1,200.
- Only one award may be granted to a company.
- Grant amounts shall not exceed 50% of total project cost or the allowable grant, whichever is less.

Approval Criteria

- Must be a for-profit business currently licensed in and with its principal office located within the City of Martinsville or Henry County, VA.
- Applicants must use pre-approved Marketing Service Providers, as approved by the M-HC EDC; all providers will be local businesses. Exceptions may be made on a case by case basis for ad placement only.
- Grant funds cannot be awarded for a project which has been initiated prior to the approval of a grant application.

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- Grants are to be used for the creation or enhancement of marketing collateral and cannot be used for marketing consulting, domain registration, website hosting, general maintenance services, or annual subscriptions.
- Grants may not be used to create sites for multi-level marketing (MLM).
- Approved Marketing Co-op Service Providers are not eligible to receive grants for their own marketing or to create or make enhancements for an affiliated business.
- Grant funds may not be used to fund projects which are also funded by other M-HC EDC grant programs.

Approved Grant Uses

Web Design and Development Services – custom website design, information architecture and graphic user interface planning, database driven website design and development, graphics and photography/images, content management solutions, usability testing, advanced scripting and programming, custom database development, collaboration and social networking, website accessibility analysis, and maintenance contracts.

- E-Commerce Services – Shopping carts, donation and membership systems, online security assessments and testing controls.
- Internet Marketing Services – e-mail marketing, search engine marketing, search engine optimization, e-Newsletters, blogs, RSS, Wikis.
- Other website services as approved at the discretion of Martinsville-Henry County Economic Development Corporation.

Other Marketing Services

- Graphic design services and/or printing of logos, letterhead (print or electronic), envelopes, mailing labels, brochures, business cards, flyers, print ads, or other related marketing collateral.
- Print ad placement including newspapers, magazines, trade publications, billboards or other approved media.
- Development, videography and placement for television commercials.
- Radio advertisement development and media placement.
- Photography services essential to marketing collateral.
- Membership, sponsorship or other advertising opportunities as approved by M-HC EDC.

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Grant Application Process

- Qualified business obtain an application package from the M-HC EDC website, www.YesMartinsville.com/SmallBusiness or by picking up a packet from the M-HC EDC office located at 134 East Church Street, Suite 200, Martinsville, VA.
- Applicant completes the application form and marketing plan and submits the signed application via mail or hand delivery (no online or e-mailed applications will be accepted); please mail applications to P.O. Box 631, Martinsville, VA 24114 or drop them off at 134 East Church Street, Suite 200, Martinsville, VA.
- An e-mail will be sent to Applicant verifying the receipt of a complete application package or notification of an incomplete application package.
- Application is reviewed and is approved or denied by M-HC EDC, in its sole discretion.
- A letter will be sent to Applicant informing it of the decision and, if approved, providing notice of the amount of grant funding it is eligible to receive.
- Applicant must obtain a contract with the service provider setting the scope of the services to be provided by the service provider. The contract must be approved by M-HC EDC and will be attached to, and become part of the Grant Agreement between the Applicant and M-HC EDC. The contract with the service provider should be conditioned upon the approval by M-HC EDC and the issuance of the Grant.
- Once the project is completed, the Applicant must complete a “Customer Satisfaction Survey” and return it to M-HC EDC.

Service Providers – No applications are being accepted at this time.

- M-HC EDC will reserve the right to publicize provider and an award winner’s name, website, and photograph to promote program success, promote program, etc.
- A list of approved providers and pricing may be obtained online at www.YesMartinsville.com/SmallBusiness or by picking up a packet from the M-HC EDC office located at 134 East Church Street, Suite 200, Martinsville, VA.
- The M-HC EDC retains the right to remove providers from the list for unsatisfactory completion of work.

Grant Payments

Authorized service provider must complete the project as quoted and invoice the grantee for its services. A grant check will be issued to the service provider for the grant amount after proof of payment by the grantee is received.