



Downtown Monroe Meet Me Downtown Application



Business Name: _____ Owner's Name: _____
 Mailing Address: _____ Physical Address: _____
 _____ Date: _____
 _____ Phone: _____

Select from the following (retail / restaurant / other beyond retail-restaurant)

If Other list here: _____ AMOUNT REQUESTED: \$ _____

Approximate cost to open business:	\$ _____
Personal Investment (equity):	\$ _____
Bank or other financial commitment:	\$ _____
Building Rehabilitation:	\$ _____

Number of new jobs:	_____
Expected daily traffic:	_____
Days and hours operation:	_____
If less than 30hrs/ week, please explain why	

Monthly Rent/Lease \$ _____ Additional Space provided if Expansion _____ Sq. Ft.

Business Owners Background: _____
(May be included on additional sheet if necessary)

OTHER: In a paragraph or less explain why you feel this grant is important to the continuing efforts of revitalizing downtown Monroe and what role you play in that process.

Who is your target market? _____

This is a 50/50 matching grant. All applicants must attach a copy of your business plan and/or marketing plan and budget for the year. A Business Plan Template is available to assist with the creation of a business plan.

The City of Monroe will determine if the business plan and/or marketing plan is sufficient. If the plan submitted is not sufficient, the City may offer \$500 (separate from the marketing/advertising assistance sought) as matching funds towards the completion of a suitable marketing plan. A list of marketing providers located in Downtown Monroe can be provided; any marketing firm can be utilized.

Business Owner: _____ Date: _____
 Property Owner: _____ Date: _____

STRATEGY: Downtown will be the largest collection of high quality, locally owned shops and restaurants in the Monroe Area.

The goal of this program is to jump-start retail and restaurant recruitment for downtown by assisting quality businesses wishing to locate or relocate in Downtown. The program is currently designed to help with the marketing and advertising of new businesses in order to establish their presence in downtown and brand Downtown Monroe through a co-op marketing and advertising program. This is a 50-50 matching grant. New businesses opening in downtown may apply for up to 50% of the per business cost of their current advertising and marketing budget.

GUIDELINES ARE AS FOLLOWS:

1. Funds provided by the City of Monroe will be targeted first to advertising and marketing sponsored by City of Monroe featuring multiple downtown businesses or events that will benefit multiple businesses and Downtown Monroe's brand.
2. Marketing and advertising by individual businesses must be approved in writing in advance in order to receive financial support. Priority will be given to advertising and marketing for special activities or events designed to attract new customers to downtown.
3. All marketing and advertising should include the City of Monroe, Downtown logo.
4. Marketing and advertising dollars are limited and the availability of support is dependent on the availability of funds at any point in time.
5. The costs of any approved advertising and marketing will be reimbursed to the businesses following the submission of an invoice to the City of Monroe staff along with a copy of the advertisement or marketing expense and verification that the vendor has received payment.
6. Applicants must submit a business plan and a marketing plan and budget. No application will be reviewed without these items attached. The City of Monroe will review the submittals for sufficiency. If not sufficient, \$500 as a matching grant may be offered (separate from marketing and advertising assistance sought) towards the preparation of a suitable marketing plan and budget.
7. Applicants can only apply once per fiscal year and must provide a project update every six months.
8. Maximum funding is typically limited to \$5,000 per business.
9. Eligible businesses are expected to be open for business at least 30 hours per week. If less than 30 hours is anticipated, please explain why on the application form and/or attachments.
10. Applicants for this incentive must be making significant new investment in Downtown either as a new eligible business or as a significant expansion of an existing eligible retail or restaurant business.

SUGGESTED TYPES OF BUSINESSES

- **Retail** - Specialty gift shop, home accessories, wine shop, book store, jewelry, men and ladies clothing, high-end furniture, antiques, art supplies, camera/film, florist, and shoes.
- **Restaurant** – Coffee shop, sandwich shop, specialty restaurant, ice cream shop, pizza, ethnic foods.
- **Music** – Venues that provide a musical setting for local performances.

Other businesses may be considered if appropriate for downtown and the Downtown Master Plan.

□ Funding for this program is on a first come basis.

Any funds not used during the Fiscal Year will be returned to the Meet Me Downtown Program.

TARGET AREA

The overall purpose of this program is to assist in encouraging retail and restaurant development on Main Street. Consideration will be given to those whose locations that are closest to Main Street or located along a key corridor leading into Downtown. Downtown Monroe (depicted below) are the primary locations to assist.

