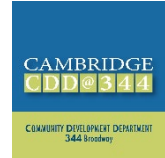


CITY OF CAMBRIDGE COMMUNITY DEVELOPMENT DEPARTMENT



Small Business Enhancement Program Home-Based 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.

Home-Based Businesses - Grant Program – The Grant Program is offered to home-based businesses who have completed Part I of the program by sending in the Grant Application Form with associated documents and required quotes. The program grant is no more than \$2,000 for software 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 – HOME-BASED SBE GRANT

*Grant applicants may apply for **one or more** eligible improvements, provided the grant application does not exceed \$2,000 for HUD eligible applicants*

The following improvements are encouraged but not limited to:

1. Design and first run of marketing materials, including:
 - Web promotions (e.g. Facebook ads)
 - Print and TV advertisements
2. Branded bags, cups, menus, brochures, postcards, business cards
3. Social media development and assistance (e.g. setting up a social media plan or social media accounts)
4. Branding and Logo Design
5. Marketing content development (this includes receiving professional assistance in developing videos or text for your website and/or printing marketing materials)
6. Business event costs – costs to participate in local farmers markets or similar festivals, including the participation fee and the marketing materials to participate in such events, such as the purchase of tables or branded tents.
7. Business software subscriptions, such as Toast software or Adobe Creative Suite.

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.