

SMALL BUSINESS MARKETING GRANT



To help promote and grow your business, this grant offers up to \$2,500 of matching funds for a one-time expense.

PURPOSE: To assist with NEW marketing and advertising initiatives for your business, in order to generate brand awareness and acquire new leads and customers.

WHAT IT COVERS

50% matching grants, up to \$2,500 (lifetime max) per business, for costs associated with new marketing and advertising initiatives.

QUALIFICATIONS

- **Must have current York County business license** at time of grant application. License must remain paid and active until one year after the date grant funds are received.
- **Work cannot have started** before application approved.
- **Business cannot be in default or non-compliance** with any County programs, ordinances or taxes.
- **Must sign up for our e-news**, which provides business resource information including educational opportunities.
- **Must begin marketing/advertising initiative within 60 days** of grant approval.
- **Must complete approved projects within 1 year** of grant approval.
- **Must be small, locally owned business**—generally employ no more than 25 full-time employees and cannot be a national chain.

DETAILS & EXCLUSIONS

- **Recurring expenses may not qualify.**
- **Your marketing may not contain or promote:**
 - Alcohol, tobacco, medicine, or similar substances
 - Illegal or adult material or activities
- **Receipts must be paid in full by applicant** and presented to York County showing a date after the grant approval date to be eligible for 50% reimbursement.
- **Home-based businesses may apply**, but must clearly show that the expenses are business related, not personal in nature.
- **Lifetime maximum grant of \$2,500 per business.**
- **Non-profit entities are not eligible.**

HOW TO APPLY

1. **Complete, sign and submit the grant application.** Include all quotes, a copy of your current business license and signed IRS Form W-9. You may submit via:
 - **Email:** EconDev@YorkCounty.gov
 - **Mail:** York County Economic & Tourism Development, P.O. Box 612, Yorktown, VA 23690
 - **In Person:** 121 Alexander Hamilton Blvd
2. **Receive our decision** via email, along with an agreement to sign if approved.
3. **Begin the work** once you return the signed agreement.

