

PROJECT ELIGIBILITY

SMALL BUSINESS MARKETING GRANT



ELIGIBLE USES

The following items are generally considered eligible for funding under the Small Business Marketing Grant:

- **Placement of advertisements** – including print, digital, radio, television, etc. Ads must promote the applicant's business to current and/or potential customers.
- **Outdoor advertising** – including billboards and vehicle wraps.
- **Broadcast or cable media** – including radio, television, audio streaming and podcasts.
- **Printed materials** – including brochures, posters/flyers, banners, media kits, etc.
- **Digital marketing** – including search engine optimization, banner and website advertising, and other electronic marketing initiatives
- **Social media marketing initiatives** – including Facebook, Twitter, YouTube, Instagram, Pinterest, etc.
- **Production of photography and video marketing materials**
All photography and video marketing materials created using a York County grant will include usage rights for York County Department of Economic and Tourism Development in perpetuity. It is the responsibility of the Recipient to provide these after the project has been completed, as applicable.

INELIGIBLE USES

The following items are generally not eligible for funding under the Small Business Marketing Grant, unless otherwise approved by the York County Economic Development Authority:

- **Promotional items**
- **Travel expenses**
- **Administrative and office expenses**
- **Employee wages, salaries or other normal costs of doing business**
- **Maintenance fees for websites**
- **Customer service and training programs**
- **Software subscriptions/purchases**

This program is not intended to be a sustainable funding source for your business or marketing initiatives. All grant funds must be used for new initiatives. The use of York County funds must be clearly specified in the application. Partial funding may be awarded in some cases and applicants who accept the partial funding award will need to adjust their marketing plan based on the partial award amount.