



## ADVERTISING ASSISTANCE GRANT PROGRAM

### **PROGRAM OBJECTIVES:**

The Advertising Assistance Grant Program (AAGP) goal is to help businesses and merchants by providing monetary reimbursement for advertising campaigns.

### **TARGET AREA:**

The target area for this program is contiguous with the boundaries of the *Downtown West Allis* Business Improvement District. (See Map Below)

### **TYPE OF SUBSIDY:**

The AAGP will reimburse for up to one-half of the total advertising campaign with a Maximum cap of \$800.

### **ELIGIBILITY REQUIREMENTS:**

Any active businesses physically located within the Downtown West Allis Business Improvement District, and have not received funds from this program within the last two years is eligible to apply.

### **HOW TO APPLY:**

- ❑ Advertising Assistance Grant requests must be in writing, and fulfilling all application requirements **(available on this website or at the BID office).**
- ❑ AAGP applications must be submitted by the 2<sup>nd</sup> Friday of each month.
- ❑ Grant requests must be approved by the Board of Directors of the *Downtown West Allis, Inc.*, based upon recommendation from the Promotions Committee of the BID.

### **SPECIAL NOTICE:**

- ❑ 20% of each advertising campaign presented must contain or mention the DWA, its location and website address. This information will be provided to you by the DWA office.
- ❑ Multiple businesses who reside in the same address location will be considered one ad/application.
- ❑ All grants will be limited by the amount of money remaining in the Annual Operating Budget for this purpose.
- ❑ If a business decides to pursue multiple forms of advertising they must submit multiple applications.
- ❑ Only one (1) business in a multi-business campaign can apply for the Advertising Assistance Grant Program for that campaign.

