

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 yearly 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 one year 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 2nd 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.

