

**Town of Canton
&
Neponset River Regional Chamber**



**Small Business Digital
Assistance Grant Program**

Application and Program Guidelines

Program Guidelines

The Town of Canton, in partnership with the Neponset River Regional Chamber, has launched a new program to assist small businesses in the Town of Canton that have been impacted by the COVID-19 pandemic with critical upgrades to their online presence and visibility. Funding for this program is provided by Norfolk County's American Rescue Plan Act (ARPA) funding granted to the Town of Canton. The program is being managed by the Neponset River Regional Chamber.

Grants will vary based on individual needs and available funds and will assist a small business with **website and social media design and consultation**. Applications will be accepted on a rolling basis and awards will be first-come first-served until funds are depleted. Services purchased prior to enrollment in this program are not eligible for reimbursement.

ELIGIBLE APPLICANTS:

To be eligible for the program, a business must meet the following requirements:

- Must be a small business according to standards set by the U.S. Small Business Administration
- Must be currently open for business
- Business must have a physical location in Canton, MA where customers can visit in person
- Must provide detailed explanation of COVID-19's impact on business operations
- Grant must fulfill a currently unmet need

COMPLIANCE WITH FEDERAL, STATE, LOCAL FUNDS, LAWS, REGULATIONS

Applicants must comply with all applicable laws and regulations of the federal government, Commonwealth of Massachusetts, and Town of Canton.

Completed applications and forms and all attachments should be sent via email to tom@nrrchamber.com. If you do not have access to a computer, please mail or drop off the application and supporting documents to:

Neponset River Regional Chamber
83 Morse Street, Suite 6
Norwood, MA 02062

CONTACT INFORMATION

To obtain additional information pertaining to the application or grant requirements, or if you have any issues with submitting any of the requested documents, please contact the Chamber at 781-769-1126.

The Town of Canton and the Neponset River Regional Chamber do not discriminate in carrying out their programs and activities on the basis of age, color, gender, expression/identity, genetic information, marital status, national origin, physical and mental disability, pregnancy, race, religion, sex, sexual orientation, or veteran status.

Tell Us About Your Business

Purpose

This is your opportunity to tell us about your business so we'll have all the information ready to help you during our consultation meeting. The more information you give us here, the better prepared we'll be to help you with your challenges. Ignore any questions that are not relevant.

Business Snapshot

What's Your Current Website Address (please write none if you don't have an existing website)

What Social Media accounts do you have for your business? Please include links to your accounts below.

Do you collect emails or use email marketing to communicate with your customers?

Yes _____ No _____

What Are We Doing?

Give us your main reasons for your inquiry. What are your biggest marketing pain points or challenges?

What are the top 5 business needs for your website or online marketing?

Who Are We Doing This For?

Tell us about your ideal customer. (Stuck? Think about your last 10 customers and then put them into categories)

Do you have a marketing strategy for your ideal customer?

Yes _____ No _____

What are the top 5 reasons your ideal customer will visit your website?

[eg: research product information, get contact details, ask questions about services, pricing]

Design

How do you want people to feel when they interact with your brand? Safe and secure, edgy and excited, exclusive and cool, like they belong?

Do your competitors have websites? Please list them.

1. _____
2. _____
3. _____

Tell us about your competitors. Who else is competing for the attention of your ideal customer and what are they doing that you think is working?

Are there any other websites in particular that you like the design of or websites that you think are effective and doing things well? Why?

What Does Success Look Like?

If we were to be celebrating a successful marketing strategy in 12 months time, what would that have to look like? How many website visitors? How many leads? How many sales? Be as descriptive as you possibly can.

Additional Comments
