

# Village of Westmont

## Westmont First Committee

### Business Publicity Grant Program Guidelines

#### PROGRAM GOAL

The goal of the Westmont First Committee's Business Publicity Grant Program is to create a grant fund in which Westmont businesses may request monies to promote specific types of business-related projects, events and programs that the business is coordinating, sponsoring, or hosting which are not part of their regular business operations. This grant is restricted solely to reimburse businesses for the costs of promotion for such projects, events and programs. Reimbursable publicity could promote a project, event or program for an individual business or group of businesses, or could promote a project, event or program of businesses within a business district, or could promote a project, event or program for the entire business community of Westmont.

#### PROGRAM GRANT CRITERIA

To be eligible for the grant, the project, program or event (hereinafter "Event") and the business must meet all of the following criteria:

- The Event is organized, hosted and/or sponsored by a for-profit business located in the Village of Westmont, such as retail, restaurant, service, industrial, office, research, and manufacturing, businesses.
- The Event shall directly or indirectly benefit the business.
- The Event is open to the general public.
- The Event is not part of the business's normal business operations.
- The proposed publicity will directly benefit and promote the Event.
- The business must be in good standing with the Village, including having no outstanding Code violations or outstanding tax or other liabilities to the Village. **A Village inspector will perform a safety/compliance exterior inspection to confirm absence of code violations.**

#### EXAMPLES OF ELIGIBLE EVENTS

The following are examples of eligible Events:

- A restaurant with an extensive and unique wine offerings brings in an expert sommelier who educates the public at the event about wines, about the specific wines sold at the restaurant, and includes a wine tasting. Such an event is not part of the restaurant's normal operations and would draw people into this business.
- A brewery hosts a special event with live music, a tent, beer samples, etc.
- An eyeglass store in a strip mall hosts an event in a tent in their parking lot where they perform free vision exams and recommends glasses for purchase.
- A group of businesses who engage in various aspects of weddings events (gown sales, photography, catering, etc.) jointly host a special bridal event.
- A fitness center organizes and hosts a 5K run/walk, with the proceeds to benefit a local or nationally-recognized charitable organization

#### EXAMPLES OF EVENTS THAT ARE NOT ELIGIBLE

- An annual spring flower sale in a parking lot of a business that regularly sells flowers.
- A special sales event for a business of their regular merchandise.
- A restaurant desires to promote a band playing in the restaurant.

## RESTRICTIONS ON THE GRANT

- The grant will be used only to reimburse publicity-related costs (such as signage, marketing materials, flyers, posters, brochures, social media publicity, print and radio advertising, etc.) that allow a business to publicize the Event.
- The grant must be no more than 50% of the cost of the Event.
- An individual business may receive no more than \$500 during the first 9 months of the program. However, if there are funds remaining after the first 9 months, businesses may reapply for **an additional \$500**~~the remaining balance~~ for a subsequent Event, though the grant shall still not exceed 50% of the cost of the Event, nor the total cost of publicity.
- Multi-business requests for a single project may receive up to \$1000 during the first 9 months of the program. However, if there are funds remaining after the 9 months, businesses may reapply for the remaining balance for a subsequent Event, though the grant shall still not exceed 50% of the cost of the Event, nor the total cost of publicity.
- Grants will be awarded on a first-come, first-serve basis, and shall be subject to the availability of funds budgeted for this grant.
- The fiscal year of the grant program shall mirror the fiscal year of the Village.

## GRANT SUBMISSIONS

All applicants for a grant shall complete an application (using the form application approved and amended from time to time by the Westmont First Committee) and submit that completed application to the Village's Communications Director. The application at a minimum shall contain the following:

- The name of the entity making the request.
- The name of the Event for which the entity is requesting the funding.
- A description of the Event, including its location and its value to the business.
- A statement that the Event is not part of their regular business.
- A statement that the Event will be open to the general public.
- The amount of the request and representative percentage of the event cost.
- A description and cost estimate of the publicity proposed for the Event.

## APPROVAL OF GRANT REQUEST

- The Communications Director shall forward completed and responsive grant applications to the Westmont First Committee. The Westmont First Committee shall review such applications, may request additional information from business applicants, and shall provide a recommendation on such applications to the Village Board. Recommendations shall be based on compliance with the guidelines of this policy and the availability of budgeted funds.
- The final authority for approval or denial of the grant request rests with the Village Board.
- No grant request should be submitted more than 12 months in advance **and no less than 3 months prior to** ~~of~~ the event in question.

## PAYMENT OF GRANT

- Within 45 days of the conclusion of the Event, the entity will submit to Finance receipts documenting and verifying that the business spent the full amount of the grant on publicity, and that they spent at least twice the amount of the grant on the Event in total.

- The Village will reimburse the grantee up to 50% of documented expenditures, not to exceed the cost of the publicity, and not to exceed the amount granted.
- Grant money will be paid by the Village in a single payment within 30 days after approval of supporting documentation by the Finance Department.