

Stillwater's Business Improvement District #1 "Downtown Stillwater" Business Media Grant Program

"...these old buildings do not belong to us only; that they have belonged to our forefathers, and they will belong to our descendants..." -WILLIAM MORRIS-

Business Media Grants from Stillwater's Business Improvement District #1 are intended to promote and increase business in Downtown Stillwater. A modest grant can go a long way and is often the catalyst that inspires a business owner to take action on a project or opportunity.

Applicants must complete an application form, available from the Business Improvement District Coordinator at the City Hall or online at www.downtownstw.com under the Development section.

Grant funds must be used for advertising or promotions. The campaign must be reviewed by the BID Coordinator and must contain BID Logo, web address or other information provided by Coordinator. Applicant shall be responsible for 100% of all costs over those that meet the minimum intent of the program.

Any grant funding must be matched by non-grant funding. Grant funding may not exceed 50% of the total project costs, with a maximum Grant of \$500.00.

Applications will be evaluated and grants will be approved, in a manner consistent with the program rules and guidelines. No more than one grant may be approved per property per fiscal year.

Campaign funded by a grant must occur after the grant application has been submitted and must be completed within six months of the approval of the grant. Promotions prior to the application being submitted will not be eligible for consideration under the grant program. Between the time the application is submitted and the time the grant is awarded, any promotions will be done so at the risk of the owner/applicant. The grant money will be awarded after the campaign is completed and verified and after all grant requirements have been met. Third party estimates must be submitted, along with receipts, "after" materials (copies of print ads, photos, etc), and a W9 will be required to receive funding.

The BID works off a fiscal year, therefore applications will be accepted beginning July 1, 2011 payments for projects will be made until June 1, 2012 or until all grant monies have been allocated.

The BID Board meets the first Thursday of every month at 5:15pm unless otherwise posted. In order to have information complete and comply with the open meetings act we need all applications completed and turned in the ***last Wednesday of the***

month before the BID Board meeting. Grants are awarded on a first come, first served basis; once funds for fiscal year 2012 have been allocated applications will no longer be accepted for that year.

The final deadline for submitting grant applications for fiscal year 2012 is June 1, 2012.

** The Business Media Grant program is a pilot program and may or may not be continued in fiscal year 2013.*

For more information please contact:

Angela McLaughlin

Business Improvement District Coordinator

PO Box 1449

Stillwater, OK 74076-1449

PH: 405-742-8359

FAX: 405-742-8208

amclaughlin@stillwater.org

Downtown Stillwater Business Media Grant Program Eligibility Requirements

1. Applicants must be members in good standing of the BID# 1 throughout the grant process including the fiscal year in which the grant is funded. or
2. Applicants must operate and conduct the advertised business in Downtown Stillwater throughout the grant process including the fiscal year in which the grant is funded.
3. The BID district is to be represented by logo (provided by BID executive Director) or verbal (if radio or TV ad) in the grant media programs. If monies used for web advertising the Downtown Stillwater BID logo with embedded website will be required.
4. The Downtown Stillwater logo must be no smaller than 1” hes across for ANY print media. Advertisements that do not comply with this size requirement *will not* be funded.
5. BID Coordinator must review and approve ads prior to publishing or broadcasting. BID Board will have final approval on grant applications.
6. The project funds must be available to complete the project.
7. The media project or program must be completed with in 6 months of the approval of the grant. If the project is not completed with 6 months of the award date a letter must be submitted to the board explaining the delay and if needed the board and the grantee will establish the benchmarks to measure the successful completion of the project.
8. Completion of the grant application does not guarantee the grant will be awarded
9. Applications must include an estimate from a third party or for third party labor/materials and an illustration of work to be completed if applicable. You will be required to turn in all receipts for materials, third party labor and a W9 for payment processing, which can be found online at: <http://www.irs.gov/pub/irs-pdf/fw9.pdf>. Please note, labor that is not paid out of pocket will not be reimbursed.
10. Applications must be received by **June 1, 2012** to qualify for fiscal year 2012 grant funding. Applicants may be awarded only one grant per year.

Downtown Stillwater

Business Media Grant Program

Application

Date: _____ Property/ Business Owner: _____
BID MEMBER

Contact Name: _____

Contact's Mailing Address: _____

Business Name & Address: _____

Phone: _____ Fax: _____

Email: _____ Web Address: _____

Amount of funding requested (up to 50% of total cost not to exceed \$500):
\$_____ Have you utilized this program before? YES NO If yes, what
year and monetary amount did you receive? Please indicate funding level and
identify the project(s).

1. Provide a complete description of the campaign or promotion and how you
believe it will enhance your business and Downtown Stillwater:
*Please attach third party estimates and any additional information necessary to
help describe your campaign or promotion:*

2. What type of media or combination of media types do you plan to use?

3. Do you have the funds available to complete the project?

4. How long will this promotion last?

Please attach third party estimates

Total project cost:\$ _____

Radio.....\$ _____

Television.....\$ _____

Print.....\$ _____

Web.....\$ _____

Other.....\$ _____

****All receipts for materials, advertising and any "after" materials will be required to receive funding. Amount of funding for campaign will reflect proof of payments.***

The BID Board meets the first Thursday of every month at 5:15pm unless otherwise posted. In order to have information complete and comply with the open meetings act we need all applications completed and turned by 12:00pm the week prior to the BID Board. Please refer to timeline below.

***Final deadline for fiscal year 2012 grant submission is June 1, 2012.**

Signature of Applicant

Date

Signature of Owner

Date

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Downtown Stillwater

Business Media Grant Program Guidelines and Recommendations

DOWNTOWN LOGO:



DOWNTOWN WEBSITE:

WWW.DOWNTOWNSTW.COM

EXAMPLES OF HOW TO USE DOWNTOWN STILLWATER IN RADIO:

Your copy, end with business located in beautiful historic Downtown Stillwater or with an event listing such as “don’t forget the Annual Downtown Car Show October 1 ” depending on current event.

**** BID COORDINATOR WILL PROVIDE APPLICANT WITH CORRECT FILES NEEDED FOR ADVERTISEMENT.**

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EXAMPLE OF PRINT MEDIA WITH BID LOGO

The Lee Company is proud to announce the Grand Opening of our newly remodeled showroom and offices. Since 1956, we have been providing the finest windows, doors, and glass the industry has to offer. This exciting event will feature door prizes, drawings, and in-store coupons worth thousands of dollars. Come see the new face of The Lee Company at the corner of 10th and Lewis!

Date: October 9 and 10, 2009
Time: 9-7 Friday
9-1 Saturday

You can't afford to miss this!
Embracing Our Legacy - Building Our Future



***NO SMALLER THAN .75 INCHES ACROSS**

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Business Media Grant Program Partners

The following businesses have partnered with Downtown Stillwater to offer special discounts or rates for those utilizing this program.



Tv-31 is a locally owned and managed media member. Our goal is to always to bring quality, local programming to Stillwater and our surrounding communities. For over 13 years Tv-31 has been helping area businesses grow their company and make our community aware of the services of the many great company's in our viewing area. Tv-31 has produced tons of local programming from a live morning show to high school sports programming and we are just getting started. Tv-31 will match the grant up to \$500 or up to 50%.

Casey J. Kendrick
casey@tv31.net
405-377-8831



Stillwater Radio, mention using grant program will receive a 20% bonus in ad schedule.
408 E Thomas Ave
Stillwater, OK 74075
405-372-7800

BUYRADIO@AOL.COM
WWW.STILLWATERRADIO.NET



Triple Play Sports Radio, a part of the Team Radio Broadcast Network is your source for music and sports! Triple Play will match your advertising dollars up to \$500 when you use the grant program, for a combined total of \$1500 worth of advertising!

101 Country - 100.7 KPNC * Your Oldies Station - 99.3 KLOR * Triple Play Sports
1020 KOKP & 1580 KOKB and 105.1-FM
114 W 7TH AV
Stillwater, OK 74074
(405) 533-1020 Studio

<http://www.eteamradio.com>

The NewsPress is the leading source for local news, entertainment and sports. Sunday editions boast a paid circulation of just over 7,700 with nearly 17,000 readers combing our pages to keep informed of our community. Over half our readers (51%) purchase the paper to receive advertising specials from you, our business owners. To maximize your advertising dollar the NewsPress offers a 28% discounted rate of \$8.00 per column inch for the Downtown Media Grant Program.

www.stwnewspress.com is read by 70,416 monthly unique visitors. Our online audience demographic mirrors the print edition as most web traffic comes from IP addresses in Stillwater. Banner ads as well as video placement on our home page and subsequent section pages is available for as low as \$100 per month with a three month minimum commitment.

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