

STRATEGY: Old Town will be the largest collection of high quality, locally owned shops and restaurants in the Rock Hill area.

The goal of this program is to jump-start retail and restaurant recruitment for Old Town by assisting quality businesses wishing to locate or relocate in Old Town. The program is currently designed to help with the marketing and advertising of new businesses in order to establish their presence in Old Town and brand the Old Town identity through a co-op marketing and advertising program. This is a 50-50 matching grant. New businesses opening in Old Town may apply for up to 50% of the per business cost of their current advertising and marketing budget.

GUIDELINES ARE AS FOLLOWS:

1. Funds provided by the Old Town Association will be targeted first to advertising and marketing sponsored by Association featuring multiple Old Town businesses or events that will benefit multiple businesses and the Old Town identity.
2. Marketing and advertising by individual businesses must be approved in writing in advance in order to receive financial support. Priority will be given to advertising and marketing for special activities or events designed to attract new customers to Old Town.
3. All marketing and advertising should include the Only in Old Town tag logo.
4. Marketing and advertising dollars are limited and the availability of support is dependent on the availability of funds at any point in time.
5. The costs of any approved advertising and marketing will be reimbursed to the businesses following the submission of an invoice to the Old Town staff along with a copy of the advertisement or marketing expense and verification that the vendor has received payment.
6. Applicants must submit a business plan and/or a marketing plan and budget. No application will be reviewed without these items attached. The Old Town Association will review the submittals for sufficiency. If not sufficient, \$500 as a matching grant may be offered (separate from marketing and advertising assistance sought) towards the preparation of a suitable marketing plan and budget.
7. Applicants can only apply once per fiscal year and must provide a project update every six months.
8. Maximum funding is typically limited to \$5,000 per business.
9. Eligible businesses are expected to be open for business at least 30 hours per week. If less than 30 hours is anticipated, please explain why on the application form and/or attachments.

► **SUGGESTED TYPES OF BUSINESSES**

- **Retail** - Specialty gift shop, home accessories, wine shop, book store, jewelry, men and ladies clothing, high-end furniture, art supplies, camera/film, florist, and shoes.
- **Restaurant** – Coffee shop, sandwich shop, specialty restaurant, ice cream shop, pizza, ethnic foods.
- **Music** – Venues that provide a musical setting for local performances.

Other businesses may be considered if appropriate for Old Town and the Downtown Master Plan.

► Funding for this program is on a first come basis. Any remaining funds will be returned to the City of Rock Hill and RHEDC for other purposes. Any funds not used during the Fiscal Year will be returned to the Jumpstart Program.

TARGET AREA

The overall purpose of this program is to assist in encouraging retail and restaurant development on Main Street. Consideration will be given to those whose locations that are closest to Main Street or located along key corridors in Old Town. The core (depicted below) is the primary location to assist.



PROCESS:

Submit Application to David Lawrence, Downtown Development Manager, City of Rock Hill (803-326-3827)

Submit any photographs or drawings that help describe the impact of this grant.

The Old Town Association will review each application within a month of receiving it.



Jumpstart Main Street

- Loan & Grant Program -



ROCK HILL
ECONOMIC
DEVELOPMENT
Progress Through Vision

Business Name _____ Address (physical) _____

Mailing Address _____ City _____ State _____ Zip _____

Business Phone _____ Email _____

(Circle One)

Use: Retail Square Feet _____ Restaurant Square Feet _____

TYPE USE BEYOND RETAIL/RESTAURANT _____

AMOUNT REQUESTED \$ _____

Approximate cost to open the business	\$ _____	Number of new Jobs	_____
Personal Investment	\$ _____ (Equity)	Expected daily traffic	_____
Bank or other financial commitment	\$ _____	Days and Hours of Operation	_____
Building Rehabilitation	\$ _____		

If less than 30 hrs./week, please explain why

Monthly Rent/Lease \$ _____ Add'l. Space provided if Expansion _____ Square Feet

Business Owners Background _____

(May be included on additional sheet if necessary.)

OTHER:

In a paragraph or less explain why you feel this grant is important to the continuing efforts of revitalizing Old Town Rock Hill and what role you play in that process.

Who is your target market? _____

This is a 50/50 matching grant. All applicants must attach a copy of your business plan and/or marketing plan and budget for the year. A Business Plan Template is available to assist with the creation of a business plan.

The Old Town Association will determine if the business plan and/or marketing plan is sufficient. If the plan submitted is not sufficient, the Association may offer \$500 (separate from the marketing/advertising assistance sought) as matching funds towards the completion of a suitable marketing plan. A list of marketing providers located in Old Town Rock Hill can be provided; any qualified marketing firm can be utilized.

_____ Business Owner _____ Date

_____ Property Owner _____ Date