



Ambition in Action Grant Application

For small businesses and service-related businesses seeking assistance with eligible advertising, marketing, branding, and promotional activities that support local business growth.

1. Applicant Information

Applicant Name	
Business Name	
Business Type / Service Provided	
Physical Business Address	
Mailing Address	
Phone Number	
Email Address	
Website / Social Media	
Business Owner / Authorized Representative	

2. Business Overview

Please provide a brief description of the business, including the services offered, target customers, years in operation, and how the business contributes to the local economy.

Business Description:

3. Grant Purpose

The purpose of this grant is to assist eligible small businesses and service-related businesses with advertising and promotional efforts that increase visibility, attract customers, strengthen business activity, and promote local economic development.

4. Eligibility Checklist

- The business is located within the eligible program area.
- The business is currently open or preparing to open.
- The business is a small business or service-related business.
- The applicant is current on all applicable local taxes, utilities, fees, permits, and accounts.
- The requested advertising or promotion or equipment has not been paid for or completed prior to grant approval.
- The applicant agrees to use grant funds only for approved advertising and promotional and equipment expenses.
- The applicant agrees to provide proof of payment and copies of completed advertising or promotional materials or equipment before reimbursement.

5. Eligible Expenses

Eligible expenses may include advertising and promotional activities that directly support the applicant's business and encourage customer awareness, visitation, or sales. The equipment needed to provide your service includes repairs to existing equipment.

- Print advertising, including newspapers, magazines, brochures, flyers, rack cards, and direct mail.
- Digital advertising, including social media ads, search ads, email marketing, and online directory listings.
- Radio, streaming, or local media advertising.
- Website development or website updates related to promotion, customer access, or business visibility.
- Professional design services for advertising, branding, logos, or promotional materials.
- Promotional photography, video, or content creation.

- Event advertising or promotional materials for business open houses, launches, workshops, or approved community-facing events.
- Temporary promotional signage, banners, or approved marketing displays.
- New Equipment
- Repairs to existing Equipment

6. Ineligible Expenses

- General operating expenses, payroll, rent, utilities, inventory, or debt payments.
- Political, religious, discriminatory, or inappropriate advertising content.
- Advertising or promotion completed or paid for before grant approval, unless otherwise authorized.
- Permanent building improvements covered under a separate facade or improvement program.
- Gift cards, prizes, giveaways, alcohol, tobacco, or personal expenses.
- Expenses that do not directly promote the applicant's business or approved project.

7. Advertising and Promotion Plan

Describe the proposed advertising or promotional campaign, including the message, target audience, advertising channels, timeline, and expected results.

Campaign Name or Project Title: _____

Target Audience: _____

Advertising Channels: _____

Campaign Timeline: _____

Expected Outcomes: _____

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8. Project Benefits

Explain how advertising or promotion will benefit the business and the community. Consider increased customer traffic, increased sales, brand awareness, visitor attraction, business retention, job creation or retention, and local economic impact.

- Estimated increase in customer traffic or inquiries: _____
- Expected increase in sales or bookings: _____
- Jobs expected to be created or retained, if applicable: _____
- Community or economic benefit: _____

9. Advertising and Promotion Budget

Provide a detailed estimate of all proposed advertising and promotional expenses. Attach vendor quotes, proposals, invoices, rate sheets, or other supporting cost documentation.

Expense Category	Vendor / Provider	Estimated Cost	Grant Funds Requested	Applicant Match
Print Advertising		\$	\$	\$
Digital / Social Media Advertising		\$	\$	\$
Website / Online Promotion		\$	\$	\$
New Equipment				
Used Equipment				
Equipment Repairs				

10. Required Attachments

- Completed grant application.
- Copy of current business registration, permit, or applicable license.
- Proof of business location within the eligible program area.
- Advertising or promotion proposal, quote, invoice, rate sheet, or cost estimate.
- Draft advertisement, design proof, campaign outline, or sample promotional material, if available.
- Website, social media, or digital advertising plan, if applicable.

- Proof that the applicant is current on applicable taxes, utilities, permits, and local
- Quote on Equipment to purchase or repair.
- Any additional documentation requested by the JTEDC Board.
- A business plan
- Tell us the future you see for your business

11. Reimbursement Requirements

If approved, grant funds will be provided on a reimbursement basis unless otherwise authorized. The applicant must submit proof of payment, copies of completed advertising or promotional materials, and any required documentation before funds are released.

12. Applicant Certification

I certify that the information provided in this application is true and accurate to the best of my knowledge. I understand that submission of this application does not guarantee grant approval. I further understand that grant funds are subject to eligibility review, funding availability, approval by the reviewing authority, completion of approved advertising or promotional activities, and submission of required reimbursement documentation.

Applicant Signature: _____ **Date:** _____

Printed Name: _____ **Title:** _____

13. For Office Use Only

Date Received	
Application Complete	Yes / No
Eligibility Verified	Yes / No
Recommended Award Amount	\$
Approved	Yes / No
Reimbursement Documentation Received	Yes / No
Reviewer Notes	