

# Get Social Alliance for Downtown New York Grant

## Terms & Conditions

### I) Grant Objectives

The objective of the Get Social Grant (“Grant”) is to enhance and grow the social media presence of ten (10) storefront small businesses in Lower Manhattan. Brick-and-mortar businesses are continuing to face challenges due to the Covid-19 pandemic plus the growth of online retailers and this advertising Grant is an effort to aid those small businesses that need to develop and/or grow their social media platforms in order to remain competitive, attract more customers, and increase profits. The small businesses will be paired with a social media consultant to offer expert guidance.

### II) Eligibility

Only ground floor storefront small businesses within the geographic boundaries of the Downtown-Lower Manhattan Business Improvement District will be eligible for the Grant (see attached map), excluding national chains, franchises and businesses that have more than five (5) locations in New York City. Storefront businesses that have outstanding labor law violations will be disqualified from receiving the Grant. The Grant may not be used for capital improvements to the premises where the small business is located, and it may not be used as salary or any other compensation for employees of the business. **The Grant may be used only to pay for costs incurred for advertising on any of the social media platforms described in this Grant application.** Any immediate family or members of the same household to an employee or board member of the Downtown Alliance will not be eligible to receive this Grant.

### III) Application Submissions

The application period will be open from November 1, 2022 to November 30, 2022. Applications must be completed in full to be considered for the Grant. Deadline for online applications will be November 30, 2022 at 11:59 pm. Each mail-in paper application must be postmarked by November 30, 2022 to be considered for the Grant. The Downtown Alliance reserves the right to ask for any additional documentation. Applications will be reviewed by Downtown Alliance staff and applicants will be contacted directly by the Downtown Alliance for all communications regarding the Grant.

### IV) Selection

Selection of the winning applications will be based on need, capacity and creativity. The applicant should demonstrate a clear need to improve their social media presence, the ability to maintain the project and update any content created, and a creative way to use these online enhancements to attract more customers and boost profits. A committee made up of Downtown Alliance staff will review all applications and vote on the winners based on the mentioned criteria. The Downtown Alliance will have full discretion in deciding the winners of the Grant. Preference will be given to those storefront businesses that have signed a long-term lease (5-10 years) and intend to stay in the district in the long-term.

## **V) Acceptance of the Grant**

A written acceptance of the Grant must be sent to the Director of Storefront Business Engagement via email within one (1) week of notification by the Downtown Alliance. If the Downtown Alliance does not receive written confirmation, the Downtown Alliance reserves the right to choose another candidate. **Each Grantee (defined below) must work with the social media consultant paired with it by the Downtown Alliance to develop their social media project(s). Grants will be paid to each Grantee in two installments and must be used to pay costs for advertising on any of the social media platforms described in this Grant application. Each winner will be required to execute a Grant Agreement (Exhibit A) with the Downtown Alliance and upon execution shall be a “Grantee.”**

## **VI) Reporting**

Grantee agrees to submit report(s) to the Director of Storefront Business Engagement to track progress of the project and the effects of the project on the growth of the business. Reporting metrics and the frequency of reporting on results of the project will vary based on the nature of the project(s). Terms of the reporting will be outlined in the Grant Agreement.

## **VII) Agreement to Feature in Marketing and Promotional Materials**

Grantee agrees to be featured in marketing and promotional materials including but not limited to: a feature on the Downtown Alliance website, digital and print newsletter feature, the annual and/or quarterly report, and all social media outlets. Grantee also agrees to participate in a press conference announcing the Grant and a press conference showing the completed project of the Grant.