

# UEZ MARKETING FUND GUIDELINES

## Trenton UEZ Staff

Can be used by Trenton UEZ staff in-house for such activities that promote UEZ businesses including, but not limited to,

- Mailers
- Fliers
- Print and Web Advertising
- Videos

## MATCHING FUND FOR THIRD-PARTY ENTITIES

- Can be used to match marketing campaigns that promote Trenton UEZ businesses done by third party groups like the Latino Merchants Association, the Trenton Downtown Association, Isles, the Broad Street Coalition, the Guatemalan Merchant Association, etc. It can also be used to support groups of UEZ businesses who want to undertake their own marketing activity.
- The amount funded would be capped at 50% of the eligible project cost or \$500 per Trenton UEZ business included in the marketing campaign/activity or \$5,000, whichever is lower.
- At least four UEZ businesses must be featured in the marketing activity.
- Third-party projects cannot be structured to replace budgets for marketing activities already underway and can only be used for new projects or expansions of old non-UEZ projects.
- We are creating a UEZ Event Fund. Projects may apply for one or the other, but not both.
- For recurring fund requests, a sufficient return on investment needs to be shown for previous marketing activity.
- So we can insure the funds can be spread around to various entities, an entity can submit one application a year.
- The project needs to be finished 12 months after approval.
- Grant funds cannot be dispersed to a for-profit organization that is run by the Mayor, any member of the Cabinet, the City Council or staff members in the Department of Housing and Economic Development.
- These guidelines may change or be clarified as the program progresses.

## PROGRAM REQUIREMENTS

- Complete the following application.
- Include the City of Trenton and the Urban Enterprise Zone as sponsors on all promotional materials. The seal of the City, the logo for the UEZ and the logo for Shop Trenton will all be made available.
- Design a method to measure revenues generated. Work with the featured UEZ businesses to capture this information. Provide quarterly reports measuring the return on investment of the marketing campaign/activity. These could include coupon turn-ins or a systematic asking of customers what brought them to the UEZ business.

- After the marketing campaign, provide a report that includes the entire budget for the marketing, including a breakdown of income sources.

## APPLICATION

Application Date

Applicant Organization Name

Project Contact Person

Telephone Number

Email Address

Primary Organization Mailing Address

Tax Identification Number

Ownership Structure

Year Organization Founded

## PROGRAM DETAILS

Describe your marketing activity in detail. Include rate sheets for single source media outlets. Include three quotes for professional services (like video creation, copywriting, website creation, etc); these quotes must be for the same scope of work.

List the UEZ businesses that will be featured in the marketing activity.

Is this a new marketing activity? If not, how will you be expanding the activity?

What is the budget for the new activity—or for the expansion of the old activity?

What is your plan to measure the return on your investment? If ROI will be improving current stats (like website viewers or attracting new members, please list the stats as exists right now for comparison). If ROI will be measured using things like coupon redemptions, baseline reporting is not necessary.

## APPLICANT AFFIDAVIT

I certify that this Affidavit has been executed to induce the City of Trenton to consider my application for a sponsorship of the aforementioned marketing activity. I further certify that this marketing activity is in compliance with any and all applicable local and state law, and any and all applicable rules, regulations and or guidelines.

I certify that the information on this Application is true, complete, and correct to the best of my knowledge, information and belief.

I certify that I have read and understand the conditions of this Fund and understand my responsibilities under these guidelines.

SIGNED : \_\_\_\_\_

DATE: \_\_\_\_\_

PRINTED NAME: \_\_\_\_\_

# QUARTERLY RETURN ON INVESTMENT REPORT

APPLICANT NAME

Please include the following.

1. Description of marketing activity
2. The marketing activity (print ads, web ads, link to video, flier, etc)
3. Invoices
4. Revenue generated by marketing activity
5. How was the revenue measured? Attach raw data collection.
6. Testimonials from UEZ businesses