



**Mount Pleasant Business District Authority**  
**445 West Main Street**  
**Mount Pleasant, Pa 15666**  
**412-554-3002**

## **BUSINESS MARKETING GRANT APPLICATION**

The Mount Pleasant Business District Authority (BDA) is offering a matching grant program in order to assist businesses with their business marketing strategies.

### **Prelude:**

*Business marketing is a vital part of operations in the retail/service industry. Without effective marketing, businesses will not be able to grow and flourish in the communities in which they serve.*

### **Business Signage Grant:**

Grant assistance may not exceed \$500 per applicant or 50% of eligible expenses, whichever is less, and is provided on a reimbursement basis.

For example:

If the total project costs \$800; the grant award will be half of that amount: \$400.

If the total project costs \$600, the grant award will be a \$300 award.

Projects that cost more than \$1,000 are eligible for the grant, but the award will be capped at \$500.

**Total amount awarded each fiscal year is \$4,000. Fiscal year is Oct 1st – Sept 30th**

### **Eligibility:**

- Eligible applicants for the program are building owners and/or business tenants currently owning or leasing tax assessed property within the boundaries of the Borough of Mount Pleasant, as well as prospective owners/businesses planning to locate within the area. Business tenants must submit written consent from the building owner to participate in the program.
- Applicants are only permitted to receive this grant every 2 years (730 days) from the previous grant awarded by the authority.
- No grants will be awarded to government owned properties, to tenants in government owned properties, non-profit organizations or residential conversions.
- Grant will cover the graphic art, layout, printing, and/or mailing of the project.



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### **Eligible Business Marketing Projects**

**Type Maximum reimbursement of \$500.00 The following is grant protocol:**

- The following is approved marketing media: newspaper, television advertisement, flyer distribution, direct door mailers, billboards, website design (new) and pamphlets. Also included are “giveaway” materials printed for distribution such as magnets, pillboxes, key chains. Other forms of marketing must seek the Business District Authority board approval for consideration.
- Marketing must contain the following business specific information in a form or fashion: name of the business, complete address location, phone number, website, and/or hours of operation. We highly suggest if the marketing is paper or televised forms businesses should include services offered.
- All marketing materials and information should be done with proper etiquette and professionalism to represent the image of a business in the Mount Pleasant Borough.
- Marketing should be a form of promoting the business and the services that are offered.
- Forms of coupon distribution or sales is considered a form of marketing. These materials must be distributed to residents. Please note the method of distribution in the application.
- No marketing of slander against a competitor business will be accepted. We as the Business District Authority of the Mount Pleasant Borough promote only positive business growth for all businesses. Equal opportunities are granted to all businesses operating within the borough.

### **Suggestions / Sign Etiquette**

- Avoid intricate typefaces – the most significant influence on legibility is lettering. Avoid crowded lettering, words or lines. Keep it simple – simple is clear and better received.
- The most aesthetically pleasing and effective marketing are produced when light colored letters and images are placed on a dark, contrasting colored background, or vice versa.
- Spell proof all your marketing materials.
- Test your marketing on a sample of people to verify its response and effectiveness.



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**Applicant Name:** \_\_\_\_\_

**Applicant Address:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Applicant Phone Number:** \_\_\_\_\_

**Applicant Email Address:** \_\_\_\_\_

**Business Name:** \_\_\_\_\_

**Property Owner:** \_\_\_\_\_

**Property Address:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Project Name (Brief Description)** \_\_\_\_\_

**Total Cost of Project:** \_\_\_\_\_

- Estimate Cost
- Actual Cost

**Estimated Start Date:** \_\_\_\_\_

**Estimated Completion Date:** \_\_\_\_\_



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### **Supporting Documents Required for Projects Type listed**

Applicants will need to submit the following documents for review by the Mount Pleasant Business District Authority Board.

All applicants must submit the appropriate PERMIT from the Mount Pleasant Borough associated with the said Business Signage project. Permits and detailed information can be obtained from the Mount Pleasant Borough website at: <http://www.mtpleasantboro.com/permits.html>

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### **Applicants applying PRIOR to start of project:**

- PRE WORK Photographs of the façade of the building in question (minimum of 3 photos) "Simple" sketch drawings of building signage
- TWO Estimates from authorized contractors performing the work

### **Applicants applying AFTER completion of the project:**

- POST WORK Photographs of the Business Signage on the building in question (minimum of 3 photos) Paid receipts and costs from the authorized contractor performing the work
- All applicants should supply a detailed description of the project, what the project consists of, materials used, colors/style/décor of the project. Be clear and direct with your description of the project. PLEASE USE A SEPARATE SHEET OF PAPER.

**Application will not be reviewed without all above supporting data.**

**DO NOT SEND ORIGINALS – SEND COPIES OF ALL MATERIALS**



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**Final Determinations / Board Review:**

The Mount Pleasant Business District Authority reserves the right to approve or deny grant requests based on whether it believes the Business Signage proposal will enhance each applicant's business image and visibility; moreover, align with our values of preserving built communities and supporting the local economy.

**ALL PAYMENTS ARE ISSUED TO THE APPLICANT UPON PROOF OF COMPLETION OF SAID PROJECT LISTED WITHIN THIS GRANT APPLICATION. NO EXCEPTIONS.**

All rulings of the Mount Pleasant Business District Authority Board are final. No Exceptions.

**Attestation of Applicant:**

I hereby submit the attached sign plans & specifications for the proposed sign project and understand that the Mount Pleasant Business District Authority Board must approve these. No work shall begin until I have received written approval from the Mount Pleasant Business District Authority. No funding is guaranteed until the Mount Pleasant Business District Authority Board approves the completed application. Grant monies will not be paid until the project is completed and a paid invoice (s) is provided. The project must be completed within 60 days of grant approval.

\_\_\_\_\_  
Applicant's Print Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Applicant



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**OFFICE USE**

Date Received \_\_\_\_\_

- Copy of Permit (if app)
- Photographs
- Complete Description
- Estimates/Receipts

Determination

- BDA Board approval
- BDA Board denied
- Amount Awarded \_\_\_\_\_

Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
Mount Pleasant Business District Authority President

\_\_\_\_\_  
Date