



TOWN OF WARRENTON ECONOMIC DEVELOPMENT DEPARTMENT

## **SMALL BUSINESS ASSISTANCE MATCHING GRANT PROGRAM**

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### **PROGRAM GUIDELINES**

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*The Town of Warrenton Department of Economic Development, in cooperation with the Fauquier County Department of Economic Development, has established a **Small Business Assistance Matching Grant Program**. The grant program is administered by the Town of Warrenton Department of Economic Development, with additional funding made possible by the Economic Development Authority. The purpose of this grant program is to assist Town of Warrenton businesses to improve and/or expand their business operations and increase business revenues.*

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### **PROGRAM PURPOSE:**

To provide monetary assistance on a matching basis to small businesses that are located within the *Town of Warrenton* for business developments and improvements.

### **PROGRAM GOAL:**

To improve or expand business operations in a way that contributes to increased sales of goods and services within the Town of Warrenton, through developments, improvements, and/or marketing initiatives.

## PROGRAM CRITERIA

1. Applicants may apply for *up to* \$10,000 with a 1:1 match required. Typical grant awards will be \$5,000. The match is a cash match only and is on a reimbursement basis upon receipt of documentation. Funding award amounts are to be determined at the discretion of the review committee, which will take into consideration the potential of a project to create significant positive impacts to the local economy.
2. Applicants must own or represent a small business located within the Town of Warrenton (e.g. restaurants, retail, professional services, medical providers, accommodations, food manufacturers, etc.). Businesses must regularly be open for visitation by the public and/or clients and produce goods and services locally that are marketed on a year-around basis.
3. **Preference will be given to applicants engaging other Town of Warrenton and Fauquier County businesses in the project, either as vendors or as partners in cooperative initiatives.** Changes in vendors, made after the application is submitted, must be approved by the Town of Warrenton Department of Economic Development.
4. Preference will be given to projects that are **new** initiatives, started and completed within 12 months *following* the date of the public announcement of this grant program.
5. Funds will be disbursed on a reimbursement basis upon receipt of copies of vendor invoices showing the actual costs, proof of payment of invoices, proof of product, and proof of completion of the applicant's project goals. The *Application for Reimbursement* must be submitted within 90 days after project completion. Extensions will be subject to approval.
6. Projects will be limited to no more than 5 projects per funding cycle, depending upon funds available.
7. A standard application form and requested information must be submitted to:  
Town of Warrenton Department of Economic Development  
19 Culpeper Street, Warrenton, VA 20186  
Attention: Economic Development Manager
8. Applications will be reviewed and approved by the Town of Warrenton Department of Economic Development, the Fauquier County Department of Economic Development (FCDED), and the Economic Development Authority (EDA).
9. If chosen as a grant recipient, the Town of Warrenton Department of Economic Development will administer a standard performance agreement between the grant recipient and the EDA setting forth the requirements for grant disbursement.

### **Ineligible for Funding:**

- Annual maintenance or service fees including but not limited to, website maintenance, hosting, domain registration, internet service, and priority listing fees
  - Websites containing illegal or adult material
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### **Eligible for Funding:**

- **Development of new or expanded product lines, such as:**
  - Scaling-up existing product lines to meet increased demand for goods and services, locally and/or outside of the local trade area – i.e., taking locally-produced goods, such as food, beverage, or craft products, from retail to wholesale (Including but not limited to, investments in equipment, marketing, storage and distribution systems, trade show programs, etc.).
  - Projects that position a company or organization to offer its clients an enhanced and/or diversified portfolio of services, and/or that will position the company or organization to expand its customer base by more effectively marketing its existing services and/or by promoting its brand (Including but not limited to, investments in equipment, technology, marketing, staff, office facilities, etc.).
- **Inclusion of Entertainment Uses and/or “Destination Place” Attractions, such as:**
  - Inclusion of (permitted) entertainment, cultural arts, or interactive technology (allowable under Town of Warrenton zoning ordinances) to enhance existing restaurant or retail operations (Including but not limited to investments in outdoor dining, beer garden/patio, or other improvement that enhances local restaurant and nightlife offerings; technology or equipment that supports interactive entertainment, such as group trivia games; permitted live music or cultural arts stages/platforms, sound systems, equipment, or related facilities within an existing business; etc.).
- **Technology Improvements, such as:**
  - e-Commerce Solutions (Including but not limited to, development of product catalogues, secure financial transaction and payment systems, reservation and booking systems, intranet development.)
  - Database Development (Including but not limited to, inventory management systems, off-line and online systems integration.)

- Professional Services Automation (PSA) software
- Other e-commerce innovations that potentially have a lasting and positive affect on business efficiency and/or revenue
- **Marketing and Promotional Initiatives, such as:**

Please note: If you plan to use grant funds for advertising, please complete the ***Marketing Plan*** chart on the following page. Preference will be given to applicants using funds as part of a larger media plan.

  - Website development and enhancements
  - Joint or cooperative marketing/advertising initiatives
  - Signage/Interpretive signage
  - New events
- **Other Initiatives** with the end result of increasing revenues for the business applicant and to the Town of Warrenton

## Project Plan, Budget, and Timeline

### Marketing Calendar and Budget

Media Outlet	Ad Type, Size and Frequency	Placement Date (Month & Year)	Total Cost	Grant Funds Amount	Your Matching Funds Amount

### Other Program Related Budget Items

Specific Item (brochure, design services, display production, tradeshow registration, etc.)	Anticipated Completion Date (Month and Year)	Total Cost	Grant Funds Amount	Your Matching Fund Amount
<b>TOTAL BUDGETED AMOUNT</b>				

## **APPLICATION DEADLINE:**

Applications will be accepted per the deadline noted in the email notice to businesses.

At the end of the application acceptance period, the Town of Warrenton Department of Economic Development (DED), in concert with the Fauquier County Department of Economic Development and the Economic Development Authority (EDA), will select applicants to receive matching funds. Matching funds will be distributed from the EDA once the applicant completes work and submits the Application for Reimbursement.

## **FOR QUESTIONS AND CLARIFICATION:**

Contact

**Town of Warrenton Department of Economic Development**

19 Culpeper Street, Warrenton, VA 20186

Phone: (540) 935-2327

Thomas G. Wisemiller

e-mail: [twisemiller@warrentonva.gov](mailto:twisemiller@warrentonva.gov)

The application is available for download from the  
Fauquier County Department of Economic Development website:

[www.FauquierBusiness.com](http://www.FauquierBusiness.com)

