



CITY OF MARYSVILLE, CENTRAL BUSINESS DISTRICT GRANT PROGRAM

The City of Marysville is offering grant programs for **Exterior Improvements**, **Loan Forgiveness for the 2020 City of Marysville Small Business Emergency Economic Relief Loans** and the **7-session Digital Asset Workshop Series** (digital marketing). Eligibility will be awarded on a first-come, first-served basis until the funds are expended.

ELIGIBILITY FOR ALL PROGRAMS

- Applicant must be a current property owner or business tenant (business tenant making application will require property owner approval). Owner and tenant cannot both be awarded funding for the same property.
- Property address must be occupied, and the business must be open and have a current Business License with the City of Marysville.
- If multiple businesses occupy one building, each business can apply independently but improvements must be complimentary in design (cohesive paint schemes, etc.)
- Property must be located in the Central Business District defined as South of 9th Street, East of E Street, West of A Street and North of the South Yuba River Levee.
- Applicant can apply for one or more grants, but maximum funding cannot exceed \$10,000 per applicant

MARK EACH PROGRAM(S) YOU ARE APPLYING FOR

Exterior Improvements

Loan Forgiveness

Digital Asset Workshop Series

EXTERIOR IMPROVEMENTS (\$10,000 maximum)

USE OF FUNDS

The intended use of the funds is to enhance the exterior storefronts and/or improve accessibility to the business and may include façade improvements, paint, landscaping, lighting, signage, etc. All projects must be pre-approved, permitted and follow the City of Marysville Design Standards. Projects must be completed no later than December 31, 2023.

DIGITAL ASSET WORKSHOP SERIES (\$3,000 value)

USE OF FUNDS

The intended use of the funds is to provide a 7-session Digital Asset Workshop Series to provide hands-on practical knowledge of creating and managing their digital footprint. The workshops will begin in May 2023 and run weekly for six weeks. A follow-up session will be held in September 2023 to evaluate the effectiveness of the campaign and offer additional instruction for improvement. Also included: 4 hours of one-on-one consultation. The workshops are limited to two groups of six participants, one to be held during the week in the evening and one held on Saturday mornings. Each session will be 3 hours and will be held in the City of Marysville.

Participants will:

- Leave owning an internet domain, a business email and the start of a local contact list
- Have a clear understanding of what a marketing campaign is and a plan to build their own
- Have a clear roadmap of their first organized campaign to deploy on any platform of choice
- Leave with a scheduled Facebook and Instagram campaign and the knowledge to repeat the process
- Establish their brand in the digital space and create an email marketing campaign
- Learn where to find and how to read the analytics to gauge reach and success
- Gain a Google Maps presence
- Upon successful completion, participants could receive up to \$750 in paid Facebook advertisements

If eligibility is determined, Yuba-Sutter Economic Development Corporation will pay The Work Hub the full tuition cost and upon successful completion, will pay for Facebook advertising, up to \$750 per participant.

DIGITAL ASSET WORKSHOP APPLICATION

Applicant Name

Business Name

Business Address

Phone

Email

Do you currently have a website? No Yes (web address)

Do you currently have a social media presence? No Yes (list platform(s))

Authorized Representative

Signature

Date (00/00/0000)

(Typing in your name will constitute as your signature)

LOAN FORGIVENESS–2020 City of Marysville Small Business Emergency Economic Relief Loan (\$3,000 maximum)

USE OF FUNDS

Businesses that received a 2020 City of Marysville Small Business Emergency Economic Relief Loan are eligible to receive up to \$3,000 in loan forgiveness. For loans with less than a \$3,000 balance are eligible for the remaining loan balance only.

If eligibility is determined, Yuba-Sutter Economic Development Corporation will show the loan paid in full and release all liens associated with the loan and the business.

LOAN FORGIVENESS APPLICATION

Applicant Name

Business Name

Address

Phone

Email

Current Balance \$

Authorized Representative

Signature

Date (00/00/0000)

(Typing in your name will constitute as your signature)

APPLICATION SUBMISSION

Complete applications can be submitted to:

Yuba-Sutter Economic Development Corporation, 950 Tharp Road, Suite 1303, Yuba City, CA 95993 or electronically to ysedc@ysedc.org

FOR MORE INFORMATION

Call (530) 751-8555