

# Elgin Main Street Program Advertising Grant Application, v3.0

In order to support Elgin's Main Street, the Elgin Main Street Board is operating a reimbursement grant to offset the costs of increased online presence and/or marketing. Businesses may apply for up to \$100 a month to support developing an online presence, and/or marketing their modified business efforts in response to the COVID-19 pandemic. Applications are accepted at any time and are valid for 3 months. Additional funding each month may be available depending on the volume of application requests overall and businesses are invited to reapply upon the end of their initial 3 month grant.

[visitelgintx@gmail.com](mailto:visitelgintx@gmail.com) [Switch account](#)



\* Required

Email \*

Your email

Business Name \*

Your answer

Business Address \*

Your answer

Contact Name \*

Your answer

Preferred Means of Contact \*



Email

Phone call

Text

Email Address \*

Your answer

Phone Number (Cell) \*

Your answer

Phone Number (Secondary, if applicable)

Your answer

Business Website \*

Your answer

Business Facebook Page, if applicable

Your answer

Business Instagram, if applicable

Your answer

Business Twitter, if applicable

Your answer



Other Social Media Platform ID, if applicable

Your answer

Describe your online business presence, the presence you intend to establish, and/or the modified business operations you have, or will have, implemented in response to the COVID-19 pandemic.

Your answer

On what platform(s) or medium(s) do you intend to advertise? Examples: print advertising in the Courier, Facebook ads, Instagram ads, direct mail, radio advertising, etc.

Your answer

What is the message or call to action of this advertising? Examples: online shopping, online classes available, buy a gift card, "to go" options, etc.

Your answer

How much do you plan to spend on this targeted advertising?

Your answer

Who is your target audience?

Your answer

When will your advertising start and how long will the ad(s) run?

Your answer

Are you using a consultant/company to do your advertising or are you doing it



Are you using a consultant/company to do your advertising or are you doing it yourself?

Using someone else

Doing my own

In what ways can the Main Street Program support your business? Please check all that apply.

- Reposting business content on VisitElginTx Facebook
- Reposting business content on VisitElginTx Instagram
- Retweeting business content on VisitElginTx Twitter
- Promoting your business through email blasts
- Co-op advertising in the Courier
- Co-op advertising in the 78621 Magazine
- Co-op direct mail pieces
- Offering social media classes
- Offering marketing resources (online guides, tutorials, etc)

By adding your name below, you agree to the following statement: \*  
I understand that by submitting this application, my business will be required to provide a receipt for the advertising expenses referenced above. I also agree to complete a short follow-up questionnaire to help assess the effectiveness of the program and to support the development of future programs.

Your answer

A copy of your responses will be emailed to the address you provided.

Submit

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