



MARKETING GRANT GUIDELINES

Overview

The Rockdale Municipal Development District (RMDD) Digital Marketing Grant is designed to encourage non-franchise local Rockdale businesses to develop and implement effective digital marketing strategies. By providing financial support for digital marketing initiatives, the RMDD aims to help local businesses increase their online visibility, attract new customers, and boost sales.

Purpose

The purpose of this grant is to stimulate economic growth in Rockdale by empowering local businesses to leverage digital marketing to increase brand awareness, expand their customer base, and increase revenue.

Process

- **Application Submission:** Eligible businesses complete and submit the attached application to the RMDD office.
- **Application Review:** The RMDD Board of Directors will review all applications during their regular board meetings and select eligible applicants based on the evaluation criteria.
- **Notification:** Applicants will be notified of the grant committee's decision within six (6) weeks of submission.
- **Marketing Implementation:** Grant recipients must implement their approved digital marketing projects within ninety (90) days of receipt of funds.
- **Reimbursement:** Upon completion of the project, submission of required documentation, and proof of final invoice payment, the RMDD will reimburse the applicant for eligible expenses.

Eligibility Requirements

To be eligible for a RMDD Digital Marketing Grant, businesses must meet the following criteria:

- Have an active Texas Sales and Use Tax permit
- Be a for-profit non-franchise business with a physical location in Rockdale.
- Have been in operation for at least one year.
- Be in good standing with the City of Rockdale and the Texas Department of Licensing and Regulation (TDLR), Texas Comptroller, Internal Revenue Service (IRS), i.e., no code violations or past due taxes (sales, personal income, business income, and/or ad valorem, etc.), not have an active or pending lawsuit against the City of Rockdale or RMDD.

Ineligible Businesses

The following business types are not eligible for the RMDD Digital Marketing Grant:

- Home-based businesses
- Festival-oriented businesses (e.g., snow-cone, corn dog, funnel cake stands)
- Mobile businesses
- Sexually-oriented businesses and/or businesses selling controlled substances, e.g., beer and liquor, vape products, CBD, hemp, etc.

Grant Terms & Conditions

- Grant funds must be used exclusively for digital marketing expenses as outlined in the approved application.
- Applicants should hire a professional marketing or media production company to perform the work as outlined in the digital marketing plan.
- Grant recipients must maintain accurate records of grant expenditures and provide required documentation.
- Grant recipients agree to be featured by the RMDD for general community promotions and in promotional activities related to the grant program.
- The RMDD staff will notify the applicant of the Board's decision and authorization to proceed with the proposed work. The applicant may then authorize the start of work with the selected marketing/media production firm.
- Once the marketing material is created, the applicant will submit their paid invoices to the RMDD.

- The applicant will then use the marketing material in a manner as described in their application.
- The RMDD will issue a reimbursement check after all criteria have been satisfied.
- The RMDD Board reserves the right to award any amount it deems necessary for an application.

Eligible Uses

While video is the preferred marketing material, the creation of other forms of digital media may be funded under this grant: television commercials, professional photography shoot, and creation of image ads, banner ads, carousel ads.

Branding and logo creation are also eligible uses if they are part of a marketing campaign.

Website creation

Ineligible Uses

Traditional or digital billboard advertising

Advertising purchase costs, e.g., social media boosts, advertising, etc.

Evaluation Criteria

Grant applications will be evaluated based on the following criteria:

- Alignment with the RMDD's goals and objectives
- Projects promoting the uniqueness of Rockdale
- Potential impact on the business and the Rockdale community
- Clarity and feasibility of the proposed digital marketing plan
- Demonstrated understanding of digital marketing best practices

Grant Amount

The grant amount for any application is \$750. The funds will not be disbursed upon application approval. Applicants must cover the cost of digital marketing services in full. The RMDD agrees to reimburse the cost of marketing services only after proof of final payment has been provided. The RMDD reserves the right to verify any submitted documentation. Should any documents prove to be fraudulent, applicant award will be cancelled and ineligible for future re-applications for this grant or any other RMDD grant.

Reapplication

A business is eligible to re-apply for this grant, under the current terms and conditions, one year after the reimbursement check was issued. Priority will be given to new applicants.

ROCKDALE MUNICIPAL DEVELOPMENT DISTRICT
MARKETING GRANT APPLICATION

Applicant Information

Entity Name:	
DBA (If Applicable):	
Applicant Name:	
Business Address:	
Business Phone Number:	
Business Email:	
Business Website (if applicable):	
Texas Sales and Use Tax Permit #	

Business Information

Number of years in business:	
Number of Full-Time employees:	
Number of Part-Time employees:	
Industry:	
Brief description of business:	

Marketing Information

Proposed digital marketing project: Clearly describe the project, including goals and objectives and how the marketing material will be used.

Project budget: Detail the estimated costs of the project, including a breakdown of expenses.

Marketing/Media Production firm: Provide the name, contact information, and project estimate from the selected marketing firm.

Marketing Campaign

Define the clear objectives of the campaign

Definition of target audience (the RMDD is able to assist the applicant define the community and applicant's target audience)

Platform of distribution

Description of proposed content

Advertising budget and schedule/duration

Method of monitoring

Additional Requirements. Please submit the following supporting documents with your application:

Certificate of Registration/Organization

Copy of current sales tax permit

Proof of payment for most recent applicable taxes (IRS, State, and ad valorem taxes)

Any additional documentation that supports your application

Certification. I certify that the information provided in this application is true and accurate to the best of my knowledge. I understand that false or misleading information may result in disqualification from the grant program.

Note: The RMDD reserves the right to request additional information or documentation as needed.

Signature:

Date: