

Intake Eligibility Form
Technical Assistance
WAYNE COUNTY CDBG

1. What is your Ethnicity: _____
2. Are you the head of the household: **YES** (or) **NO**
3. How many persons are there in your family? _____
4. What is the current, combined income of all family members living with you (including any related, dependent persons over 62 years or working, dependent children over 18 years?)

Less than (**Circle One**)

\$10,900	12,450	14,000	15,550	16,800	18,050	19,300	20,550	21,000	21,500
\$18,150	20,700	23,300	25,900	27,950	30,050	32,100	34,200	35,500	36,800
\$29,000	33,150	37,300	41,450	44,750	48,100	51,400	54,700	58,000	61,300

___ **Place An X If More Than \$61,300**

 Print Name

 Signature Date

Wayne County Economic Development Cooperative Marketing Program

The Wayne County Economic Development Office is accepting applications for the Cooperative Marketing Program. This program is designed to help market Wayne County businesses and encourage the promotion of Wayne County businesses, products and services.

What is the Cooperative Marketing Program?

The Wayne County Cooperative Marketing Program is a matching fund program that encourages advertising and promotional efforts that maximize county wide and year-round economic benefit. The Economic Development Office matches 50% of eligible marketing costs.

The goal of the Cooperative Marketing Program is to promote Wayne County's businesses, products and services.

Application Form

Application forms can be obtained at the Wayne County Economic Development office, 18 S. Main, Loa or can be found online at www.waynecountyutah.org. To access the online form, go to Economic Development and the link will be under Programs: Cooperative Marketing Program...this is in PDF form and can be printed.

Funding

Funding is available through the Economic Development Office from contract year to contract year until funding is no longer available. The maximum amount of matching funding that can be requested by a business is **\$750.00**. **All expenses incurred before final approval of an application will not be reimbursed by the Economic Development Office.**

Deadline for Applications

Applications are accepted year round as long as there is available funding and will be evaluated by the Economic Development Director.

Submit Applications to:

Wayne County Economic Development
Attn: Michelle Coleman
PO Box 189
Loa UT 84747

Applications can also be dropped off at the Economic Development Office, located in the basement of the Wayne County Courthouse (18 South Main, Loa)

Eligibility

All businesses licensed and operating in Wayne County are eligible to apply for this program.

Marketing projects must be new, and no expenses will be reimbursed if made before the application is approved by the Economic Development Office.

The Federal Community Development Block Grant (CDBG) Income Eligibility Form provided with the application must be completely filled out. Preference will be given to business owners that meet Federal Low to Moderate Income levels (LMI).

Creative Requirements

Applications that do not meet this requirement will not be eligible for reimbursement.

- The Wayne County Website's URL (www.waynecountyutah.org) must appear on all print and television advertising, brochures, signs, and websites that are funded in part by co-op funds.
- All copies must be approved through the Economic Development Office before printing.
- Copy must not violate copyright laws.

Submission Requirements

Applications that do not meet these requirements will not be eligible.

- The Cooperative Marketing Program Application must be completed
- Marketing Plan with budget must be included in the application
- Complete LMI Income Eligibility Form, provided with the application
- Copy of the ad or an outline of the proposed message (this can be finalized later)

Eligible & Ineligible Costs

Eligible Costs	Ineligible Costs
Media Placement: Cost of insertion of ads in media including print, electronic, web/Internet and outdoor i.e. magazine ads, newspapers, small signs, radio ads.	Administration: Salaries, over-runs, overhead, entertainment, supplies, telephone & fax expenses.
Printing: Cost of printing of promotional materials including media packets, brochures, posters, flyers, etc...	Equipment & Facilities: Any purchase of equipment and or furnishing, property acquisition, facility maintenance
Production Costs: Costs of producing an advertisement, brochure, internet data and graphics, website development, etc...	Commissions: Advertising agency commissions, setup & consulting fees
Trade Show & Convention Participation: Costs for registration and booth space	Travel
Promotional Items	

Award Limitations

The award amounts are dependent on the funding available, the number of applicants, and the evaluation of submitted applications. Wayne County reserves the right to accept or reject all applications submitted.

All applicants must agree to provide at least 100% of the total eligible cost to be reimbursed 50% by the Economic Development Office.

Cooperative Marketing Program

This outline is just an example of how to answer the

MARKETING PLAN & BUDGET

Marketing Plan Outline

1. What will I be marketing/promoting (What am I seeking funds for)?
2. Who is my target market, i.e. who am I trying to attract?
3. How will I reach my target?
4. When will my marketing/promoting take place?
5. What is the primary goal of this project?
6. What are the long-term benefits of this project?
7. How will I measure the success of this project, in the short term and in the long term?

What will be measured?

What information will be collected?

8. Budget/Expenses Example:

News paper advertisement for the year \$000.00
Single fold full color brochures \$ 000.00
Banner \$000.00
Small Sign \$000.00

COPY OF ADVERTISING MATERIAL

Please provide a copy of the ad or an outline of the proposed message of your project(s) (this can be finalized later).

Verification Statement:

I, the undersigned certify that (1) this information is accurate; (2) I agree to comply with all the guidelines as presented by the Wayne County Economic Development Office, WEDC, and Cooperative Marketing Program.

Signature of Applicant

Date

Submit Applications to:

Wayne County Economic Development
18 South Main, Box 189
Loa, UT 84747

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