

Intake Eligibility Form  
**WAYNE COUNTY CDBG**

1. How many persons are there in your family? \_\_\_\_\_
  
2. 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?)
  
3. What is your Ethnicity: \_\_\_\_\_

Less than (Circle One)

**\$27,600**

**\$31,550**

**\$35,500**

**\$39,450**

**\$42,600**

**\$45,750**

**\$48,900**

**\$52,050**

**\$55,200**

**\$58,350**

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Print Name

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Signature

Date

## 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

## Wayne County Economic Development 2008 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](http://www.waynecountyutah.org). To access the online form, go to the Economy page and the link will be under Programs: Cooperative Marketing Program.

### **Funding:**

Funding is available through the Economic Development Office for the 2008 year. The maximum amount of matching funding that can be requested by a business is \$750. 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 and will be evaluated bi-monthly at Wayne Economic Development Council (WEDC) meetings. WEDC meetings are held on the second Wednesday of January, March, May, July, September, and December. \* All meetings are subject to change

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. The Federal Community Development Block Grant 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](http://www.waynecountyutah.org)) must appear on all print and television advertising, brochures, billboards, and websites that are funded in part by co-op funds.
- All copy must be approved through the Economic Development Office.
- 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:**

<b>Eligible Costs</b>	<b>Ineligible Costs</b>
<b>Media placement:</b> cost of insertion of ads in media including print, electronic, web/Internet and outdoor. i.e. magazine ads, newspapers, small signs, radio ads.	<b>Administration:</b> salaries, over-run, overhead, entertainment, supplies, telephone & fax expenses.
<b>Printing:</b> Cost of printing of promotional materials including media packets, brochures, posters, flyers, etc.	<b>Equipment &amp; Facilities:</b> any purchase of equipment and or furnishings, property acquisition, facility maintenance.
<b>Production costs:</b> costs of producing an advertisement, brochure, internet data and graphics, website development, etc.	<b>Commissions:</b> advertising agency commissions, set-up & consulting fees
<b>Trade show &amp; Convention participation:</b> costs for registration and booth space.	<b>Travel</b>
<b>Promotional Items</b>	

**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.

# WAYNE COUNTY

Cooperative Marketing Program Application

APPLICANT INFORMATION			
Business Name		Date	
Street Address			
City	State	ZIP	
Phone	E-mail Address		
Primary Contact		Website	
<u>Business License</u>		Date Issued:	
Issued by:		Expiration date:	
Name on License:			

**PROJECT**

*Please provide a brief description of the project(s) you are applying for.*

## MARKETING PLAN & BUDGET

Please attach a budget and marketing plan that address the questions outlined in the Cooperative Marketing Guidelines.

## FUNDING REQUEST

	Business Investment	Requested Wayne County Match
Business Name:	\$ _____	\$ _____
	<b>Total Project Cost</b>	\$ _____

Total project cost is the total of all business investments plus the matching funds.  
 Businesses are **not** required to request the full \$750 in matching funds.

**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

**\*\* Wayne County reserves the rights to accept or reject any or all applications. \*\***