



# Meriden Business Boost Marketing Grant Program



A SPECIAL PARTNERSHIP BETWEEN

Record-Journal



**Executive Summary - July 19, 2021**

## The Objective

To help as many Meriden businesses as possible recover and thrive as the community emerges from the pandemic by providing high impact multimedia marketing grants, including print, digital, email, social media and video marketing

## The Plan

**Partnership:** A powerful partnership between The City of Meriden, the Record-Journal and the Midstate Chamber of Commerce will provide grants for customized multimedia marketing solutions to 150+ Meriden businesses

**Funding:** Each \$4,000 marketing grant per business to be used over a 2-4 month period

- \$2,000 of funding for each business' marketing campaign will be paid to the Record-Journal from The City of Meriden's federal funding
- \$2,000 of funding for each business' marketing campaign will be matched by the Record-Journal's Advertising Match Program

### Phase #1

- Total Meriden businesses to receive marketing grants: **150 businesses**
- \$2,000/business for a total of \$300,000 from The City of Meriden's federal funding
- \$2,000/business for a total of \$300,000 from the Record-Journal
- Total Free Marketing Provided to 150 Meriden Businesses: **\$600,000**

### Phase #2

- Upon success of Phase #1, we are prepared to offer the program to many additional Meriden businesses

**Chamber Benefit:** The Midstate Chamber of Commerce will provide a \$50 discount for new Midstate Chamber members or a \$50 credit for existing chamber members to use towards advertising

**Promotion:** The Record-Journal will promote this Business Boost Program to **265,000** people via print, digital, email and social media and in partnership with the City of Meriden's Economic Development Department and the Midstate Chamber of Commerce. To view more details of the Promotion Plan, please view the following slides.

## Expected Outcomes Based on Recent Success

- Drive results and help the Meriden business community recover and thrive by increasing awareness, generating new customers and growing revenue.
- We enthusiastically anticipate similar success to the United Way Grant Partnership Program we implemented with 40 local nonprofits in the summer of 2020, including driving awareness, donations, volunteers and program sign ups. To view more measurable results, details and several local testimonials from this project, please view the following slides.

*"So pleased our local newspaper had the sensitivity and vision to offer a fabulous advertisement program for nonprofit agencies. This program not only helped nonprofits highlight their services but also shined a light on where community residents could find help and resources during this global health crisis." - Gail Powell, Board Administrative Service Director of Master's Manna*