



APPLICATION FORM – Small Business Marketing Resiliency Training Program

The Central Nebraska Economic Development District (CNEDD) is accepting 'applications' from businesses within our 14-county District, to be part of our Small Business Marketing Resiliency Training Program delivered by GROW Nebraska Foundation.

The District will be investing in 16 small businesses in our region through CARES Act funding received from the Federal Economic Development Administration. *There is no fee for participation, however a follow-up report after training is required by all participants.

SCOPE & DURATION OF SERVICES: (Included but not limited to)

The overall reaching purpose of this project is to support rural entrepreneurs and businesses in the CNEDD District to create sustainable incomes and successful businesses which will, in turn, drive economic growth and development in the local community.

*Specifically, this Program will provide technical assistance in e-Commerce business to help small businesses harness the benefits of digital marketing through on-line sales which will increase revenue, stability and longevity for the business. These services will include (but may not be limited) to the following for a **1 year duration period**.

- 1 year GROW Nebraska complimentary membership fee w/50% discount for a second year
- 1 on 1 needs analysis consultation
- Marketing Assessment with marketing plan
- Small Group & Large Group Training
- Access to on-demand training
- Custom assistance with Micro Web Page, Google Maps & Keyword as needed
- Google Adwords landing searches on individual participants Micro Site
- Listing on Buy Nebraska.com (if co. sells tangible product and opts to)
- Product Testing/Marketing Analysis (if co. sells tangible product as opts to)
- Social Media Marketing Training (Facebook, Twitter, Instagram, etc.)
- Provide on-line training modules to help small businesses develop robust web integration, on-line sales and provide marketing, on-line distribution and delivery services.
- \$100 GROW Nebraska Creative Services discount (for usage towards individual services needed that are not supported in this program such as graphic design, professional photography/video & web design)

Please complete this fillable application form, sign and return to Collyer Cronk, Community Development Specialist as follows: 1) scan and email to collyer.cronk@cnedd.org, or 2) mail to CNEDD, 1523 M Street, Suite 102, Ord, NE 68862. **APPLICATION DEADLINE IS** - January 20, 2021

APPLICATION FORM-Small Business Marketing Resiliency Training

NAME OF BUSINESS (Applicant) _____
Address of Business _____
Type of Business _____
Owner or Contact _____
Address _____ City or Village _____
Phone _____ Alternate Phone _____
Email Address _____

Please provide the following information about your business: *check the appropriate box*

How long have you been in business? 1-5 yrs. 6-10 years over 10 yrs.

How many employees do you have? 1-5 6-10 over 10

Do you have a place of business or work out of your home? place of business home

How do you currently market your business? word of mouth website trade shows

advertising (print, radio, tv) other _____

Where is your customer base currently located? local statewide national world wide

How has the Corona Virus affected your business? no impact little impact large impact

Do you currently use any of these social media platforms? Facebook Twitter Instagram

LinkedIn other _____

What type of broadband (internet connection) do you have? Digital Subscriber Line DSL

Cable Satellite Mobile Dial Up None

****Briefly describe what business improvements do you expect to see as a participant of this program.***

APPLICANT SIGNATURE _____

Print _____ Date _____

