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## Marketing and eCommerce Matching Grant

As we navigate the uncharted territories of managing COVID-19 and its impact on local business, the City of Danville, Industrial Development Authority of Danville, Virginia, and River District Association have noted the creative ways businesses are continuing to serve the community through means such as curbside pickups and delivery options. This grant was developed to assist businesses with additional marketing support during this trying time and can be used towards paid marketing efforts and eCommerce upgrades.

### Matching Grant Program Guidelines:

#### Qualifications:

- Must be independently owned and located within the city limits of Danville, Virginia
- Have a maximum of 75 full- and part-time employees

#### Availability of Funds:

- Maximum Amount of Grant: \$500
- Limit to one grant per qualifying business
- Limited funding is available

#### Grant Terms:

- Approved grants will equal 50% of the total cost of marketing efforts or eCommerce upgrades (maximum of \$500)
- This grant is provided as a reimbursement (Documentation of payments for items or services must be provided)
- Grant can only be used for:
  - Implementation of an online or shopping cart system
  - Marketing or advertising efforts