

Marketing Assistance Program

What is the M.A.P. program?

The M.A.P. program is a new program created by Main Street to help assist our members in promoting their businesses during these tough economic times. One business will be chosen each quarter to participate in this program. Everyone who is a business member will fall into one of the following categories: service, restaurant, retail and a member that falls out of the district. Each member will be eligible to be nominated in one quarter during the year. Each winner will be awarded the amount of \$1,625 dollars. This money is designated for short term and long term marketing to be used in three different areas paper advertising, radio advertising and web advertising. Money towards the MAP program will be paid directly to the advertisers and not to the Business members.

Who Qualifies?

Anyone one who is a Main Street Business Member will qualify for this program. However consideration will be given most to the businesses that are in the greatest need of help. Non Profit organizations and Community Memberships do not qualify for this program.

Nomination Process:

Merchants can nominate themselves through a short application process (please see attached sheet) or Merchants can nominate each other by sending an email to the Main Street office at mainstreet@carrollton-ga.gov An application is not necessary if you nominate a business other than yourself. We encourage you to nominate yourself, your neighbors and fellow members who are struggling in these tough economic times. The perfect candidate for this program is a member who is working hard but just can't afford to advertise.

Selection Process:

The Main Street Board will narrow down the nominations for each category to three businesses. Consideration will be given based on need, number of nominations and application. After three nominees have been selected by the Board all the Main Street Business Members will have the opportunity to vote for the winner at the next Merchant Exchange mtg.

What happens if I win?

If your are chosen as the winner for your categories then you will work with the Main Street Program to establish connections with the Times Georgian, Gradick Communications and any other entity involved. Our goal as a program is to help you develop a cohesive marketing plan and we will help work with you to help develop and define your marketing strategies to best suit your individual business.

* If you are a new Main Street Business Member please contact the Main Street Office before proceeding with this application.

Marketing Assistance Program Application

Name: _____

Date: _____

Company Name: _____

Why do you feel that you deserve to be considered for the M.A.P. Program?

What would you like to promote using the M.A.P. Program?
