

Greektown SSA #16 Marketing Rebate Program

1. Description

The economic impact of the COVID-19 pandemic has forced businesses to quickly adapt to social distancing and statewide stay-at-home orders by shifting their operations online in order to ensure continuity of operations. The Marketing Rebate Program was created as an emergency response to COVID-19. The Program is funded by Greektown Special Service Area (SSA) #16. The goal of the program is to support local businesses adversely impacted by the COVID-19 outbreak by providing incentives in the form of rebates to businesses within SSA boundaries that invest in the below eligible expenses.

2. Eligible Expenses

- Purchasing online ads (e.g., Google ads, Facebook ads)
- Creating a digital marketing and social media strategy by hiring a digital marketing or social media consultant
- Creating a general marketing strategy by hiring a marketing consultant
- Hiring a public relations consultant
- Launching e-commerce or a new gift card program, including:
 - o Printing expenses for gift cards
 - o Consultant fees for creating/launching gift card program
 - o Creation of online shopping or gift card program using services such as squarespace, shopify, etc. (Documentation must show this is a new offering as of Winter/Spring 2021.)
- Purchasing print ads
- Printing flyers, brochures or other marketing materials
- Printing temporary banners or signs for your business
- Designing and/or purchasing print and/or display ads
- Hiring a graphic designer for marketing efforts

3. Rebate Amounts

Applicants that meet all program requirements outlined in this document may receive a rebate of up to 100% of eligible costs, not to exceed a total of \$1,000. Due to the evolving nature of COVID-19 and its impacts on businesses, the SSA Commission reserve the right to implement additional eligibility requirements as it deems reasonable, and change or terminate the program at any time. These measures are meant to support Greektown SSA #16 businesses during this transitional period so local businesses can continue to function and promote themselves, keep local dollars local, and stimulate economic activity.

4. Eligible Applicants & Expenses

Applicants must be brick-and-mortar businesses located in the Greektown SSA. Applicants may only seek a rebate for measures that are used to promote their business and ensure continuity of operations. Applicants must be the entity paying for the project and must submit receipts and/or proof of payment for eligible expenses.

- Receipts must be dated on or after March 1, 2021
- Applicants must comply with all requirements and deadlines set forth in these guidelines and respond to any questions in a timely manner.

To the extent that the owner or tenant is supplying their own materials or labor for the project, profits and overhead are not eligible expenditures for a rebate

5. Application Process

Applications are subject to review and approval by the SSA Commission and a business shall only be awarded a Marketing rebate once, subject to funding availability. Applications must be submitted no later than April 30, 2021. In case applications exceed current funding, a lottery will be held. Depending on funding, additional rounds of applications may be created after April 30, 2021. NOTE: The Greektown SSA Commission is aware that time is of the essence, and processing all rebate applications will remain a priority during this crucial period. Please submit Marketing Rebate Program Application and paid invoices/receipt of payment to Tia Angelos at tia@greektownchicago.org no later than April 30, 2021.

Greektown SSA #16 Marketing Rebate Program Extension

Business Name:

Business Location:

Street Address City State ZIP

Contact Information:

Name of Contact Person

Phone Email

Mailing address

Marketing Rebate Program Reimbursement Expenses: Please list items purchased (for total up to \$1,000). Copies of paid invoices/receipts must be attached to application in order to be eligible for rebate reimbursement.

1. _____

Item Purchased Amount Paid

2. _____

Item Purchased Amount Paid

3. _____

Item Purchased Amount Paid

4. _____

Item Purchased Amount Paid

5. _____

Item Purchased Amount Paid

***The Marketing Rebate Program will provide a rebate of expenses up to \$1,000.**

Total Amount

Paid Amount Requested

Statement of Understanding

The applicant (undersigned) agrees to fully and timely comply with the guidelines and procedures of the Greektown SSA's Marketing Rebate Program and the outlined specifications as agreed to by the applicant and the SSA Commission. It is understood by the applicant that paid invoices or receipt of payment are required documentation, and that they have read the entire Marketing Program Guidelines and Application and agree to be fully bound by their terms and conditions. **APPLICANT RELEASES AND AGREES TO DEFEND AND INDEMNIFY THE WEST CENTRAL ASSOCIATION**

Greektown SSA #16 Marketing Rebate Program

Page 3

Greektown SSA #16 Marketing Rebate Program Extension

(TOGETHER WITH THEIR OFFICERS, DIRECTORS, AND AGENTS), GREEKTOWN SSA #16 COMMISSION AND THE CITY OF CHICAGO FROM ALL CLAIMS AND CAUSES OF ACTION OF ANY KIND (KNOWN OR UNKNOWN) IN CONNECTION WITH THIS MARKETING REBATE PROGRAM.

Applicant's Signature: _____ Date: _____

Applicant's Name: Please print _____

Applicant's Title: _____

Please submit the Marketing Rebate Program Application and copy of paid invoices/receipt of payment to Tia Angelos tia@greektownchicago.org no later than April 30, 2021

For Office Use:

Date received: _____

Approved: _____

Business Notified: _____

Greektown SSA #16 Marketing Rebate Program

Check Sent: _____