



Grayson County Business Support Initiative in partnership with Friends of Southwest Virginia

The Blue Ridge Crossroads Small Business Development Center (SBDC) has been provided \$10,000 from Grayson County to assist small businesses with marketing and advertising for their business. The focus of these funds is to assist some of the hardest hit businesses from the COVID-19 pandemic. The SBDC is partnering with Friends of Southwest Virginia on their Marketing Access Program (M.A.P.) The key to the M.A.P. program is to help engage local businesses with a larger footprint by incorporating the SWVA brand. The M.A.P. program offers participants an opportunity to leverage their own advertising dollars and work with experts in four primary areas of marketing that include social media, websites/e-commerce, email, and digital advertising. The business will work with the M.A.P. team to curate and deploy a marketing plan based on the options available.

Business can apply for the program if they meet the following criteria:

- SBDC Client
- Located in Grayson County
- Retail, Restaurant, Lodging, or Attraction

Funding is available on a first come first-serve basis of qualifying applications. A total of ten awards of \$1,000 each will be awarded to ten different qualifying businesses. The \$1,000 award can be used for qualifying M.A.P. opportunities. The guide of qualifying marketing assistance can be found here: <https://bit.ly/graysonmap>. If a business goes above the award amount, they will be invoiced directly from Friends of SWVA for services.

Applications are due by Friday, August 26, 2022. Please complete the application form at GraysonCountyBizSupport.com or email the completed application to gplant@brceda.org. You will get an email confirmation that your application was received. If you do not receive an email confirmation with 24 hours, please call (276) 601-7727. If you are not currently a client of the SBDC and wish to qualify, please register for counseling here <http://bit.ly/crossroadscounseling> or contact our office at (276) 601-7727 to begin the registration process. **Maximum award amount per business is \$1,000.**

Sincerely,

Mandy Archer

Mandy Archer, Director, Blue Ridge Crossroads SBDC.



M.A.P APPLICATION

Business Name	
Business Address	
Business Contact Name	
Business Contact Phone	
Business Contact Email	
Business Opening Date	
Are you still in operation?	
Hours of Operation	
Brief Description of Business	
Number of Employees (Including self)	
Type of Business	<ul style="list-style-type: none"> <input type="radio"/> Retail <input type="radio"/> Restaurant <input type="radio"/> Lodging <input type="radio"/> Attraction
If selected, which marketing programs are you most interesting in for your business? <i>This is not a commitment</i>	<ul style="list-style-type: none"> <input type="radio"/> Facebook / Instagram Advertising <input type="radio"/> Digital Advertising (Display Ads, Paid Search) <input type="radio"/> Micro website site <input type="radio"/> Written blog posts <input type="radio"/> Photography sessions at business <input type="radio"/> Email Marketing



Signature and Certification

BY MY SIGNATURE I VERIFY: (1) THAT THE INFORMATION IN THIS APPLICATION IS ACCURATE TO THE BEST OF MY KNOWLEDGE AND (2) THAT I HAVE THE AUTHORITY TO SUBMIT THIS APPLICATION ON BEHALF OF THE NAMED BUSINESS.

Printed Name	
Signature	
Title	
Date	