

Boost Business Grant Programs Design Plan

Program objectives, eligibility, funding, oversight and approvals

A copy of the City of Olean Boost Business Grant Fund Policy Guidelines and Operating Plan is attached. The Guidelines and Operating Plan includes an overview of the programs and their objectives, guidelines for eligible participants and eligible uses of grant funds, program requirements, and procedures for processing and approving applications and disbursing the grant funds.

Program Application In-Take

The Small Business Development Center (SBDC) will work with potential applicants to assist them in properly filling out and completing BBGP applications under the Real Estate Application Form and/or the Marketing Program Application Form. The application(s) and all necessary supporting documentation (quotes, financial information, etc.) will be accompanied with the submittal directly to the City of Olean, Department of Community Development in a complete and orderly manner.

Administration and Marketing Activities

The City of Olean will market the Boost Business Grant Program using a multi-pronged marketing strategy as follows:

1. The Community Development Department will distribute the applications and all materials to the Boost Business Grant Programs Committee (BBGPC) for its review and recommendation to the Common Council. The BBGPC will be derived of the members of the City's Revolving Loan Fund Committee, Mayor, two Common Council members and the Community Development Program Coordinator. Approval and denial notifications will be sent by the Community Development Program Coordinator after committee and Common Council decisions are made. If awarded, the Community Development will work with the City Attorney on grant award closings and any legal filings, if necessary. The Community Development Program Coordinator will review all requests for reimbursement by the applicants to ensure they are program eligible and meet any conditions outlined by the BBGPC. Community Development Department will then work with the City Auditor on proper reimbursement of the grant funds to the applicants along with progress tracking, recording, reporting, etc.
2. Economic Development Partners: Community Development will disseminate program information electronically and in print to its local economic-development partners, including the SBDC, Olean Intermediate School District Office, Cattaraugus County Department of Economic Development, Cattaraugus County Industrial Development Agency, Cattaraugus County Department of Social Services, Southern

Tier West Regional Planning and Development office, Cattaraugus-Allegany Workforce Investment Board and One-Stop Employment Center, Intandem Center Employment Connection and the Greater Olean Area Chamber of Commerce.

3. Engaging Area Media: Community Development will develop press releases outlining the BBGP, its benefits, and application process to local media outlets including the Olean Times Herald, local radio stations (WPIG, WMXO, WSBU, WOEN, WVTT), and local cable television.
4. Digital Marketing: Community Development will request GOACC email its database (1,000-plus contacts), Facebook page, Twitter feed, and website to apprise the community and target potential and existing entrepreneurs and businesses.
5. Public Engagement: Community Development will answer calls, emails, inquiries and educate potential applicants about the program, explain the process, etc. Community Development will also include BBGP information in its presentations to community groups, developers, etc.

Program Impact

It is anticipated that approximately twenty grants will be made, with a maximum grant award of \$5,000 under the Marketing Program. It is also anticipated that approximately twenty grants will be made with a maximum grant award of \$5,000 under the Real Estate Assistance portion of the BBGP.