



BCCDC Advertisement Grant

Bay City, TX is booming. Economically, sales tax is up and businesses are expanding and opening regularly. But the Bay City Community Development Corporation wants to help businesses do more.

The BCCDC Advertisement Grant is available to further advance your business's footprint in Bay City and beyond. Most everyone utilizes some form of social media to increase visibility and sales. Knowing this, the CDC wants to help your business. Fifteen to thirty (15-30) second video commercials have been scientifically proven to increase your business's viability on social media. It is the goal of the CDC to help each Bay City business reach this potential. Funds may be used for local professional video content services. The CDC may provide you a list of vendors.

This reimbursable grant is available in amounts up to \$500.00 depending on the business's needs. No more than 1 per business. Applications will be considered in the order they are received.

Contact the BCCDC office for additional information

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BCCDC Advertising Grant Application

Name of Business	
Business Owner	
Contact Name	
Phone/E-mail	
Address	
Business type	
Grant Amount Requested	\$
Quote and applicable Assumed Name Certificate attached?	

Brief outline of intended outcomes:



Who are you hiring for the videography? Please attach quote for requested work

How will this grant help your business showcase itself?

In order to receive reimbursement, applicant must provide application, receipts, and cleared check copy.



Section 1. Sponsor

Bay City Community Development Corporation (BCCDC)

Section 2. Goals of Program

- To serve as an arm of our Business Retention and Expansion mission as set forth in our 2023 Goal Setting Session.
- To help further establish new and existing businesses so that they may grow in Bay City.
- To encourage business growth and showcase the unique businesses in Bay City.
- To encourage the resiliency and adaptability of our existing businesses.
- To encourage the utilization of skill expansion by our local businesses.

Section 3. Grant Type

Grants provided are reimbursement Grants, such grants being a cash match for funds disbursed by an Applicant and are in the amounts not to exceed \$500.00 per business In-kind contributions may not be used as a part or whole of an Applicant's match. Only Applicant's cash expenditures may be reimbursed.

Section 4. Funding Cycle

Upon depletion of those funds, BCCDC will be under no obligation to fund additional grants. Likewise, BCCDC is under no obligation to establish future cycles.

Section 5. Eligibility

1. Any new or existing business within the Bay City City Limits.



2. Business facilities and/or properties which have outstanding financial obligations to the City of Bay City, such as liens, court fines, city utility bills, or delinquent property taxes are not eligible.
3. Business facilities and/or property owners which have an ongoing lawsuit or are in any way parties to litigation against the City of Bay City are not eligible.

Section 6. Type of Grants

Videography for commercial use

Section 7. Guidelines

1. Proof of business ownership will be required of Applicants.
2. Videography shall be made in accordance with project outline specifications, and/or information provided in the application. Failure to do so will render the Applicant ineligible to receive grant funding. Modification of monetary value (if you applied for the lesser grant but want to apply for the full amount) must first receive the written approval of the BCCDC or its designee. Failure to do so will likewise render the Applicant ineligible for grant funding.
3. Upon approval of a grant application, and during the implementation of the filming, a representative or representatives of the BCCDC shall have the right of access to inspect the work in progress.
4. Payment to the videography source may not commence prior to having received written (including email) approval for a grant from the BCCDC.
5. In order to be eligible to receive the grant funding, implementation, and payment related to the grant must be completed within the first six months after approval by the BCCDC Board.

Section 8. Application & Approval



1. Applications must be made on a form provided by the BCCDC and may be obtained at BCCDC offices, 1112 7th St, Bay City, TX 77414 or requested via email.
2. Applications will be considered on a monthly basis if funding is available. **Grant awards are contingent upon available funding in the budget.** Each applicant will be considered in the order received following evaluation criteria in Section 9.
3. One (1) original of an application must be submitted.
4. BCCDC reserves the right to utilize whatever outside resources it deems necessary for assistance in its decision-making process.
5. BCCDC may award an Applicant a grant with certain provisions, conditions, or other requirements as it may from time to time deem appropriate.
6. BCCDC reserves unto itself the absolute right of discretion in deciding whether or not to approve a grant relative to this application. The Applicant accepts that all decisions relating to the award of grant funds involves subjective judgments on the part of the decision-making entity related to the aesthetics of the proposed project and the granting of award funds for said project.
7. BCCDC reserves the right to waive any requirement(s) herein contained, and/or add any requirements it deems appropriate in making its determination of approval or disapproval of a grant application.

Section 9. Evaluation Criteria Standards

The following factors shall be considered in determining whether or not to award a grant:

Business Impact: Development or improvement to the website must be done with the goal of increased online presence, e-commerce, and expanded trade area in mind.

Economic Impact: The adaptability and resiliency of the business should be increased with the grant funding.

Section 10. Funding



1. Funding will only be provided on a reimbursement basis upon the full payment of the project in accordance with Section 7 above and following verification by BCCDC.
2. Applicant shall provide the BCCDC with written notification of project completion. Such notification shall include a letter signed by the Applicant stating that all education requirements have been completed in accordance with the application and/or approved modifications, and that full payments have been made for all costs involved in the project. Also included in such notification shall be such documentation, such as, but not limited to, paid receipts for costs and labor, project photographs, or any other items the BCCDC may reasonable deem necessary for determining the successful completion of the project.

Section II. Project Review

BCCDC staff will review all applications and shall forward complete applications on to the BCCDC Board for approval or disapproval. BCCDC will set the budgetary allocations.

Section 12. Amendment

The BCCDC Board of Directors reserves unto itself the right to amend these Guidelines and Criteria as it may from time to time find desirable.