

VOLGA BUSINESS NETWORK (VBN)

CUSTOMER ATTRACTION & BEAUTIFICATION GRANT (CAB GRANT)

Application Cycle & Deadlines (2025-2026)

- Application Due: Friday, September 26, 2025 by 5:00 p.m. CT
- Awards Announced: Monday, October 6, 2025
- Project Completion Deadline: Monday, June 1, 2026
- Final Report Due: within 30 days of completion

Purpose

Help local, customer-facing businesses attract more foot traffic and sales by improving curb appeal and executing targeted customer marketing. Grant range: \$100-\$2,500. No match required, but owner match is encouraged and prioritized. Funds are disbursed upon execution of a grant agreement.

1) Applicant & Business Information

Legal Business Name:

DBA (if different):

EIN / Tax ID:

Applicant Name & Title:

Email:

Phone:

Business Address (street, city, state, ZIP):

Website / Social:

Ownership Type (select one): ☐ LLC ☐ Sole Proprietor ☐ Partnership ☐ S-Corp ☐ C-Corp ☐ Other

Number of Employees (FTE):

Part-time:

Locally owned and operated? ☐ Yes ☐ No

Is the business currently in good standing (licenses, taxes, no code violations)?

☐ Yes ☐ No

Is the business currently a member of the Brookings Area Chamber of Commerce?

☐ Yes ☐ No

2) Eligibility Confirmation (check all that apply)

☐ For-profit, customer-facing business located within the City of Volga.

☐ Meets size threshold (≤ 50 FTE).

☐ If tenant, I have property owner consent for exterior improvements.

☐ No outstanding code violations, unpaid taxes/assessments, and not in bankruptcy.

☐ Home-based businesses without a public entrance are not eligible.

3) Project Type

☐ Beautification (exterior, entry, signage, lighting, planters, accessibility)

☐ Customer Marketing (photos/video, landing pages, paid media, social, collateral)

☐ Both (integrated)

4) Project Summary

Provide a concise overview of what you plan to do and why now. (≤ 200 words)

Project Summary:

5) Beautification Scope (if applicable)

List specific improvements and locations (e.g., facade paint, new blade sign, entry ramp, lighting). Attach sketches/mockups if available.

Scope & Location Details:

6) Customer Marketing Scope (if applicable)

Summarize channels, key messages/offers, creative needs, and campaign flight. If you have a 2-page marketing plan, attach it (Appendix A template).

Marketing Plan Summary:

7) Budget & Funding Request

List anticipated costs. Attach quotes/estimates when available.

Category	Item/Description	Vendor	Cost (\$)	Grant Funds (\$)	Owner Match (\$)	Notes

Total Project Cost (\$):

Grant Amount Requested (\$100–\$2,500):

Owner Match (\$) [optional but encouraged]:

Owner Match Percentage (%):

8) Timeline

Expected Start Date (after award): _____

9) Permits & Approvals (as applicable)

☐ Sign Permit ☐ Building Permit ☐ Right-of-Way/Encroachment ☐ Not Applicable

Status/Notes: _____

10) Attachments Checklist

- ☐ Before photos (street and entry views), if applicable
- ☐ Concept sketches/renderings or vendor mockups, if applicable
- ☐ Marketing plan (2 pages max; Appendix A template), if applicable
- ☐ Itemized budget & quotes/estimates

11) Optional Business Profile

☐ Women-owned ☐ Minority-owned ☐ Veteran-owned ☐ Rural/small business

Preferred Communication for VBN/Chamber opportunities: ☐ Email ☐ Phone ☐ Text

12) Certification & Signature

By signing below, I certify that the information provided is true and accurate to the best of my knowledge. I understand that:

- Funds will be disbursed upon execution of a grant agreement; work started prior to agreement is ineligible.
- I am responsible for securing and complying with all required permits/approvals.
- Physical improvements must be maintained in good condition for at least 36 months; removal or neglect may require prorated repayment.
- Final Report (with photos, invoices/proofs of payment, and marketing results) is due within 30 days of project completion.

Signature: _____ Date: _____

Printed Name & Title: _____

Submission & Questions

Submit your completed application and attachments to: casey@brookingschamber.org

Questions? Contact: Casey Stickland, Outreach Coordinator, (605) 692-8922

Quick Reference (Eligibility & Ineligible Costs)

Eligible examples: facade work, signage, lighting, planters, accessibility upgrades, photography/video, landing pages, paid media, social content, in-store collateral.

Ineligible: routine maintenance, inventory, payroll, rent/mortgage, utilities, taxes, debt service, vehicles/equipment not permanently affixed, political/religious/discriminatory messaging, alcohol-only promotions, and any work started before agreement.