



For More Information, Please Contact:
Greg Beam, Executive Director
Staunton Downtown
Development Association
540-332-3867

BETTER TOGETHER

Better Together 2020 – Small Business Support Relief & Recovery Initiative

The Staunton Downtown Development Association (SDDA) and the Department of Housing and Community Development (DHCD) will be providing small business support relief and recovery efforts in the Downtown Service District (DSD) of Staunton. The SDDA will distribute financial support to businesses within our district who have already or will be moving towards innovation and collaboration with at least one additional business in the district.

“Better Together” grants will be awarded to businesses who are joining forces to develop new products and services in the wake of COVID-19. Our goal will be for our downtown business owners to increase communication and collaboration with their neighbors and discover new ways in which they can help each other survive during this time. This will serve as additional motivation to build and increase beneficial partnerships that may not only help their businesses in the short term, but will also create new growth opportunities for our downtown business and customers in the long term.

In an unprecedented time and facing an unpredictable disease, we believe that it will take our entire village—a community of support—to rise up and help each other through it. Though many of us may now be apart, we will, without a doubt be better together!

HOW CAN DOLLARS BE USED? Grant dollars would aide Downtown Service District (DSD) businesses in covering the costs of advertising, marketing, or promotions of their newly created products and combined services. Acceptable uses of these dollars include:

- Online advertisements
- Print advertisements
- Radio and TV promotions
- Signage of any type

WHO’S ELLIGIBLE TO APPLY? The grant recipient must be a legally operating business in the Downtown Service District of Staunton prior to April 1, 2020. Businesses outside the Downtown Service District will be allowed to partner with a business within the DSD; however, the funds will only be disbursed to businesses within the district.

HOW TO APPLY? The online application will require that the businesses provide an outline of their new products or services as well as a breakdown of how they would benefit from and spend dollars towards promotions/marketing. The main goal of the application is for businesses to answer the question “How are they working better together?” The application can be found at www.stauntondowntown.org/better-together and is due on a rolling basis.

HOW WILL RECEIPIENTS BE SELECTED? Applications will be reviewed by the Staunton Downtown Development Association staff as well as the “Better Together” Grant Selection Committee. Applicants will be notified of their status on a rolling basis.

REQUIRED REPORTING? Each recipient will be required to report to the following information to the SDDA:

- Total revenue (online vs. storefront)
- Employment numbers (full-time, part-time, and any layoffs)
- Narrative of how the money was used (may only be applicable for the initial report)
- The SDDA will require that grant recipients provide copies of marketing materials created and/or paid for with the grant dollars by reporting deadlines.

The schedule of required reporting is as follows:

- December 1, 2020
- March 1, 2021
- June 1, 2021