



ASSISTANCE SERVICE REQUEST FORM

Description

The Wayland Main Street program has a service program designed to assist Wayland businesses interested in revitalizing and preserving their businesses or buildings. The program exists to help develop our businesses and spur economic growth.

Wayland Main Street Suite of Services

- **Façade Grant** - The Wayland Downtown Façade Improvement Program has been created to encourage business and property owners to improve and maintain building facades as a means to facilitate economic activity and promote a positive image of downtown.
- **Sign Grants** - The Sign Grant Program is intended to provide a financial grant to encourage businesses to design and install high-quality, creative, and interesting signs rather than standard and/or lower quality signs. The overall goal is to increase the aesthetic qualities, interest and overall beauty of the downtown business district.
- **Billboard Program** - Wayland Main Street has partnered with Larmar to create a cooperative advertising campaign for downtown Wayland business. This campaign will use a billboard to build awareness for our businesses, support a downtown-wide campaign, and attract new visitors.
- **Marketing Consulting** - During 3 months of weekly consulting, we will cover the totality of marketing with a strong emphasis on your online marketing. How we define marketing is very important because it is at the heart of how and why we do what we do. It will guide us in developing an efficient and effective process to help YOUR business grow. It will also help us decide which marketing methods will give you the most return on your investment of time and money. You will be taught a modality that I have coined, "Empathetic Marketing," which is highly effective in connecting with and influencing your target market.
- **Technology Grant** - Wayland Main Street is committed to helping businesses as technology has become essential in all aspects. This program is a reimbursement program up to \$5,000 for businesses to support technology based upgrades.
- **Historical Preservation Consulting** - Wayland Main Street will cover \$1,500 of the consulting cost for Preservation Forward (Jessica Flores who helped to create our National Historic District). Jessica's experience and government expertise will help you through the process of any historic renovation including getting grants, tax credits, consulting and more!

Technical Assistance Eligibility

To be considered for services, eligible local businesses must apply using the attached application. Request Forms will be reviewed by WMS volunteers and board members. If you are applying for a facade or sign grant, please fill out the Façade and Sign Grant applications.

The successful applicant for the Wayland Main Street technical assistance services will demonstrate the following:

- Is an active business in good standing with the Wayland Downtown Development Authority (DDA)
- The local business must commit to covering any extra costs related to the service or reimbursement when applicable.
- The more information the better when it comes to the grants. This is a competitive program.

Preliminary Schedule for Wayland Main Street Assistance Services

Deadline for applications: Wednesday, July 31, 2024 by 4:00pm

- Email application to director@downtownwayland.com
- Application evaluation and selection of businesses will start August 1st. The specific committees assigned to your specific grant will review applications and select businesses to receive technical assistance services for FY 24-25.

Once the business has been selected to receive the service, Wayland Downtown will work with the local business to outline a more detailed timeline for the assistance service process. For preliminary planning purposes, the below is the anticipated timeline:

Submission of associated materials

- Businesses will submit the application for the program that would like to apply for with all requested materials.
- The correct committee will review all submissions and applications and reach out with questions or additional information if needed.
- The committee will then recommend their applications to the DDA board for final approval.
- When a business is selected, the director will reach out with an email and how to move forward.

Application for Technical Assistance Program

Name of Business: _____

Address of Business: _____

Contact Name: _____

Phone Number: _____ Email: _____

Technical Assistance Service Information

1) Please list the technical assistance services that would meet your current needs:

2) What is the biggest reason your organization is prioritizing these technical assistance services? Describe the benefits of the technical assistance services to your organization.

3) When is the ideal time of the year for your community to go through the technical assistance service?
