Marketing and Promotion Program for Monument Businesses

Monument’s shops and restaurants are an integral part of the authentic Monument experience that attracts both locals and consumers from the regional market area. To provide enhanced support of Monument’s retail sector the Town of Monument is launching a Marketing and Promotions Program.

The marketing and promotions would include events, workshops, or activities that attract customers and visitors to the Town of Monument and its businesses. The program will reimburse up to 50% (limit of $500) per business/year of eligible marketing expenses to include:

- Posters/Fliers/Postcards/Brochures
- Print Ads
- Radio/TV/Web promotions
- Event planner/consultant
- Extra Labor/Overtime for employees to stay open extended business hours
Monument Marketing and Promotions
Grant Program Application

Applicant Information
Name of Applicant ____________________________________________________________
Name of Business ____________________________________________________________
Nature of Business ____________________________________________________________
Mailing Address _____________________________________________________________
Physical Address _____________________________________________________________
City________________________________________ State ____________________________
Zip __________________________ Phone __________________________________________
Town of Monument Business License Number _____________________________________
Sales Tax License ____________________________________________________________
Email __________________________ Website __________________________________________

Other Businesses/Organizations Participating:
Name __________________________ Contact __________ Phone _____________________ Email __________
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

Project/Program Information

Location
☐ Historic Downtown ☐ Highway 105 Corridor ☐ Jackson Creek
Program/Event Name (if applicable): ____________________________________________
Amount requested: _______________ Total Budget of Program/Project: _____________

Please provide a breakout of the entire program/project Budget as a separate attachment.

Contact information for the Program/Event:
Name __________________________________________ ____________________________
Email ____________________________ Phone ____________________________

Program/Event Information
Summary of the Program/Event Purpose and how it pertains to the community. Please include
details such as location, target market, types of media, etc.: ____________________________
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Instructions
Complete entire application and W-9 and return to:
Town of Monument
Attn.: Madeline VanDenHoek
645 Beacon Lite Rd.
Monument, CO 80132

For further questions about the program, please contact Madeline VanDenHoek, Assistant to
the Town Manager/Strategic Initiatives at 719-884-8013 or mvandenhoek@tomgov.org
**Programs are subject to funding availability. Funding is determined on a first come,
first served basis.**