

Community Economic Development Grant 2023-24

Row 6

Name of Applicant (Organization)	Lincoln City Chamber of Commerce
Mailing Address	4039 NW Logan Rd.
Name of Contact Person	Lori Arce-Torres
Contact Phone	541-994-3070
Contact Email Address	director@lcchamber.com
Name of Project	Collaborative Marketing Initiative
Total Project Budget	10,440.00
Amount Requested from this Program	10,440.00
Project Description	<p>The Lincoln City Chamber is seeking funding to provide support and guidance to small businesses who are challenged to meet their advertising and marketing needs. The objective is to implement a seamless cross-promotional strategy, ensuring that the business featured in radio advertisements or newspaper articles are also prominently highlighted on social media platforms. This integrated approach will reinforce the campaign's message and maximize visibility across various media channels to drive more traffic to their establishments. We propose collaborating with local radio and newspaper outlets, as well as an online social media expert to create the most effective ad packages. We recognize the importance of a multifaceted marketing approach to maximize the effectiveness of the campaign. This approach will not only support the businesses involved but will also support the local radio and newspaper outlets who have found it hard to compete in today's online world. We are committed to fostering strong partnerships with local radio stations, newspapers, and a social media expert to see this project through and continued into the future. This collaboration will create a powerful joint effort that combines the broad reach of traditional media with the targeted engagement of social media.</p>
Funding	N/A
Collaboration	Local Radio Stations: We will work with local radio stations to produce and broadcast targeted advertisements featuring

participating small businesses. These ads will highlight unique offerings, promotions, and encourage the community to visit their establishments. Newspaper Features: We will collaborate with local newspapers to feature small businesses in articles, advertorials, or dedicated sections. This will provide businesses the valuable print exposure of a newspaper to connect with people who would rather get their news the traditional way. Social Media Exposure: The objective is to increase online visibility and develop a social media campaign to drive foot traffic to physical establishments and increase sales. We also intend to organize workshops to educate small business owners on social media best practices, content creation, and community engagement.

Viability	The project will be implemented over a 12-month period. The online measurement will be through social media engagement, including increased likes, shares and comments on the social media platforms. We will collaborate with businesses to track and analyze foot traffic data, correlating it back to all forms of advertising including radio and newspaper. Upon completion of the project, participating businesses will be equipped with the knowledge and skills to continue managing their marketing campaign independently. We aim to create a working relationship between the businesses and the various marketing channels which will make the project sustainable and will have the ability to extend beyond the grant period.
Desired Start Date	02/01/24
Desired Completion Date	02/01/25
Name of Chief Executive	Lori Arce-Torres
Position Title	Executive Director
Chief Executive Email	director@lcchamber.com
Tax ID#	93-0851392
Type of Applicant	501(c)(6) Nonprofit
Grant Pool	Standard Grant (max \$15,000)
Date Submitted	12/14/23 1:35 PM

Lincoln City Chamber Collaborative Marketing Initiative Grant Proposed Budget



Social Media

Social Media Posts, (Facebook & Instagram), Live Interviews,
Banner Ads, Google My Business Profile Reviews

\$500.00 per month,

\$6,000 per year

Radio Advertising:

10 sec. spots 36 per month, 10AM – 7PM

\$300 per month,

\$3600.00 per year

Newspaper Advertising

4 weeks of Print and Online Advertising

\$70.00 per month,

\$840.00 per year

Total Grant Request \$10,440.00