



Special Service Area (SSA) E-Commerce and Digital Marketing Rebate Program Guidelines

Created April 20, 2020

1. Description

The economic impact of the global Covid-19 pandemic has forced businesses to quickly adapt to the need for social distancing and statewide stay-at-home orders by shifting their operations online in order to ensure continuity of operations. The E-Commerce and Digital Marketing Rebate Program (the “Program”) was created as an emergency response to COVID-19. The Program is funded by SSAs 19, 24, and 54 and administered by the Rogers Park Business Alliance. The goal of the Program is to support local businesses adversely impacted by the COVID-19 outbreak by providing incentives in the form of rebates to businesses within SSA boundaries that invest in a digital marketing and social media strategy by working with a digital marketing or social media consultant, purchasing online ads (e.g., Google ads), or launching or expanding giftcard, e-commerce or delivery capabilities.

Applicants that meet all Program requirements outlined in this document may receive a rebate of up to 50% of eligible costs, not to exceed a total of \$400 per project. Due to the evolving nature of COVID-19 and its impacts on businesses, the SSA Commissioners reserve the right to implement additional Eligibility Requirements as it deems reasonable, and change or end the Program at any time. These measures are meant to support Rogers Park and West Ridge businesses during this transitional period so that locally-owned businesses can continue to function and promote themselves, keep local dollars local, and stimulate economic activity.

2. Eligible Applicants & Expenses

1. Applicants must be locally-owned brick-and-mortar businesses located in the following Special Service Areas:
 - Howard Street SSA 19
 - Clark/Morse/Glenwood SSA 24
 - Sheridan Road SSA 54
2. Applicants may only seek a rebate for the below measures that are used to promote their business and ensure continuity of operations:

- Use of a digital media and / or social media consultant or firm
 - Purchasing online ads (e.g., Google ads; facebook ads)
 - Social media boosting (defined as: paying to have your posts show up as sponsored content on non-followers' timelines in order to gain more exposure.)
 - Creation or expansion of online shopping storefronts or giftcard programs using services such as squarespace, shopify, etc.
 - Creation or expansion of food delivery service using services such as Grubhub, Doordash, Postmates, etc.
3. Applicants must be the entity paying for the project and must submit receipts and/or proof of payment for eligible expenses. Receipts must be dated on or after March 15, 2020.
 4. Applicants must comply with all requirements and deadlines set forth in these Guidelines and Application and respond to any questions in a timely manner.
 5. To the extent that the owner or tenant is supplying his or her own materials or labor for the project, profits and overhead are not eligible expenditures for rebate.

3. Application Process

Applications are subject to review and approval by SSA Commissioners and each business shall only be awarded a rebate once, subject to funding availability. Applications must be submitted no later than 5pm on Friday, June 19, 2020. In case applications exceed current funding, a lottery will be held for each of the four SSA's.

NOTE: The Rogers Park Business Alliance and SSA commissioners are aware that time is of the essence, and processing rebate applications will remain a priority during this crucial period. To apply for a rebate through the Ecommerce & Digital Marketing Rebate Program, apply online at tinyurl.com/marketingrebate or email cplante@rpba.org.