



Excellerator

COMPETITIVE COMMUNITIES PROGRAM

Marketing / Competitiveness Grants

Purpose: Increase Marketing Effectiveness – Build Community Competitiveness

Description / Criteria:

- Competitive matching grants for reimbursement up to \$10,000 awarded to communities to develop and implement marketing strategies.
- Grants may be considered for community economic development organizations at all levels who have met the minimum considerations of available product including an articulated workforce, and who have completed a marketing plan for their community.
- The grant may be sought to reimburse approved activities such as the following: marketing studies, strategy or tactical activities, strategic planning and implementation, website development, digital or print materials for business development purposes, etc., or for other approved activities that increase the community's ability to compete.

Application Process:

- Community works with Entergy MS to complete Entergy Excellerator Assessment & MOU and demonstrates its readiness for assistance.
- Community applies for Marketing / Competitiveness Building Grant and submits the following: Request description (marketing study, website construction, etc.) along with a timeline for implementation and cost.
- Completed applications must be submitted in electronic format to chinto3@entergy.com no later than Friday, March 1, 2019.

Judging Process:

- Grants will reimburse up to one half of the cost of the approved request capped at \$10,000.
- Dependent on project request review and pre-approval by grant committee.
- Community EDO has 10 months to complete the approved program. A summary of program implementation and benefits derived must be submitted along with proof of payment for reimbursement consideration.
- Completed project must pass the review stage for funding to be reimbursed.

For more information about the Entergy Mississippi's Marketing / Competitiveness Building Grant, including an application or assistance with completing an application, please contact Chris Hinton at 601-969-2383 or chinto3@entergy.com.