



Special Service Area (SSA) 27 Digital Marketing Rebate Program Guidelines

Created March 13, 2020

1. Description

The Digital Marketing Rebate Program (the “Program”) was created and approved by the Lakeview Special Service Area 27 (“SSA 27”) Commission in emergency response to COVID-19. The Program is funded by SSA 27 and administered by the Lakeview Chamber of Commerce (“Chamber”). 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 27 boundaries (boundaries noted below) that invest in a digital marketing and social media strategy through working with a digital marketing or social media consultant, purchasing online ads (e.g., Google ads), or use of social media boosting. Communities have been confronted with the need to quickly adapt to the current environment and shift their operations to an online presence, and these measures are meant to support this transitional period so that locally-owned businesses can continue to promote their work, keep local dollars local, and stimulate economic activity across Lakeview.

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 27 Commission reserves the right to implement additional Eligibility Requirements as it deems reasonable, and change or end the program at any time.

2. Eligible Applicants & Projects

1. **Applicants must be locally-owned businesses located on the following SSA 27 service area corridors:**
 - Belmont Avenue (Ravenswood to Racine)
 - Lincoln Avenue (Addison to Diversey)
 - Ashland Avenue (Addison to Diversey)
 - Southport Avenue (Byron to Belmont)
2. **Applicants may only seek a rebate for the below measures that are used to promote their business, in tandem with promoting the Lakeview Chamber of Commerce and wider Lakeview community:**
 - Use of a digital media and / or social media consultant
 - 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.*)
3. Applicants must be the entity paying for the project.

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 the SSA 27 Board of Commissioners and a business shall only be awarded a rebate once, **subject to funding availability**. In case applications exceed current funding, the SSA 27 Commission and Lakeview Chamber of Commerce will ensure fair and impartial distribution of rebates by employing a lottery system to determine funding order. Additional details regarding rebate timeline and rebate submission requirements will be included in the Program application. **NOTE: The Lakeview Chamber of Commerce and SSA 27 are conscious that time is of the essence, and processing all rebate applications will remain a priority during this crucial period.**

To apply for a rebate through the Digital Marketing Rebate Program, please email ssa27@lakeviewchamber.com and request a formal application.