

Garrett County Business Development FY 2027 Small Business Marketing Grant



FY 2026 (JULY 1, 2025 – JUNE 30, 2026) SMALL BUSINESS MARKETING GRANT RECIPIENTS ARE NOT ELIGIBLE TO APPLY IN FY 2027.

Purpose:

The Small Business Marketing Grant Program is designed to assist local small for-profit, non-agriculture businesses in Garrett County, Maryland, by helping fund marketing and promotional efforts that improve visibility, attract new customers, and grow business operations.

Grant Overview:

- **Maximum Grant Amount:** \$1,000
- **Required Match:** Minimum of 10% of the total project cost
- **Grant Type:** Reimbursement only — purchases must be made **after** written grant approval and within specified timelines.

Eligibility Requirements:

Eligible applicants must meet **all** the following criteria:

- Be a **for-profit, non-agricultural** business with **a physical location in Garrett County, Maryland**.
- Have **25 or fewer** employees.
- Be a registered business in good standing with the State of Maryland and Garrett County Government.
- Hold a **current business license**, if one is required for your business type.

Ineligible applicants include:

- Home-based businesses
- Independent contractors
- Landlords and leasing agents/agencies
- National franchises and chains (unless locally owned and operated)
- Non-profit organizations
- Religious organizations
- Agriculture-based businesses and organizations

Eligible Marketing Expenses:

- Website development or redesign (including e-commerce integration)
- Digital marketing (e.g., social media ads, Google ads)
- Print advertising (e.g., newspaper, magazines, mailers)
- Radio or television advertising
- Graphic design for branding or promotions
- Signage or banners

Ineligible expenses include:

- Items or services purchased **before** grant approval
- Promotional items, including, but not limited to, branded t-shirts, sweatshirts, hats, and other clothing apparel
- Sponsorships
- Marketing materials created in-house
- Marketing materials purchased from another company owned by the applicant or the applicant's owners
- Operating expenses not directly tied to marketing
- Salaries or wages; travel, meals, or entertainment

Ineligible expenses include (continued):

- Personal or household expenses
- Employee uniforms
- Equipment purchases
- Any other expenses not listed in “Eligible Marketing Expenses” above

Program Rules and Requirements:

- Applicant must **submit a completed application** (including a completed and signed IRS W-9 form and vendor information request form) **and receive written grant approval before making any purchases. Incomplete applications will be denied.**
- All approved marketing purchases **must be completed within 30 days** of written grant approval. **Failure to comply will result in forfeiture of the grant.**
- Proof of purchases (**itemized receipts/invoices**) and payments (**credit card receipts or fronts/back of canceled checks**) **must be submitted within 30 days** of written grant approval. **Failure to comply will result in forfeiture of the grant.**
- Grant funds will be disbursed **as a reimbursement** after documentation is received and verified, and only if all grant requirements are met.
- An applicant **is not eligible** for multiple awards during any given fiscal year.
- Grant funds are subject to availability of funds.
- Grants will be awarded on a first-come, first-serve basis.
- **Deadline for applications is March 31, 2027, unless grants funds are exhausted sooner.**
- **FY 2026 Small Business Marketing Grant recipients are not eligible to apply in FY 2027.**

Application Process:

1. **Submit Application**
 - Describe marketing materials to be purchased.
 - Provide cost estimates or vendor quotes.
 - Include a summary of **all** employees (e.g., employees’ names, job titles, and average number of hours worked per week).
 - Include business license (if required) and verification of good standing from the Maryland Department of Assessments and Taxation.
 - Include completed and signed IRS W-9 form.
 - Include completed Vendor Information Request form (applicant is the vendor).
2. **Review and Approval**
 - Applications are reviewed on a rolling basis.
 - Applicants will be notified in writing of approval status.
3. **Make Approved Purchases**
 - Purchases must be made **within 30 days** of written grant approval. **Failure to comply will result in forfeiture of the grant.**
4. **Submit Documentation**
 - Submit proof of purchases (**itemized invoices/receipts**) and payments (**credit card receipts or fronts/back of canceled checks**) for reimbursement **within 30 days** of written grant approval. **Failure to comply will result in forfeiture of the grant.**
5. **Receive Reimbursement**
 - Reimbursement will be provided for **approved expenses only** up to 90% of \$1,000.

Contact Information:

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