



2024 Community Branding Grant

Application

The Community Branding Grant is awarded to rural communities in Johnson County to develop a brand and begin establishing it throughout the area via print materials, signage, public art, etc. Three communities will be awarded up to \$5,000. \$1,500 must be used to develop the brand and community identity. Up to \$3,500 can be used to match funding for marketing materials and projects of the community’s choice, establishing the brand.

Part 1: Contact Information

Contact Person: First & Last Name	Preferred First Name
Company or Organization Affiliation	Position
Email Address	Phone

Part 2: Community Information

Community Name:

Committee Members:

To be selected for the Community Branding Grant, communities must establish a committee of **3 or more** individuals who will serve as community representatives and guide the brand development process. At least 1 committee member must be a City employee or elected official. List committee members below.

Committee Member: First & Last Name	Affiliation with City or Local Business
Committee Member: First & Last Name	Affiliation with City or Local Business
Committee Member: First & Last Name	Affiliation with City or Local Business

Optional: Additional Committee Members

Committee Member: First & Last Name	Affiliation with City or Local Business
Committee Member: First & Last Name	Affiliation with City or Local Business
Committee Member: First & Last Name	Affiliation with City or Local Business
Committee Member: First & Last Name	Affiliation with City or Local Business

Community Story:

In 500 words or less, explain why your community requires a stronger brand identity. Is it to attract new residents or businesses? Boost tourism? Unify local initiatives? Describe the positive impact a successful branding campaign will have on residents, businesses, and the overall image of your town.

In 500 words or less, describe the unique features, resources, or cultural aspects that define your town. Highlight historical landmarks, thriving businesses, beautiful landscapes, or anything that sets you apart.

Part 3: Project Details

Phase 1: The grant includes up to \$1,500 to work with a Greater IC designer to develop a logo and a brand guide that specifies brand colors and brand typefaces. It MAY also include all or some of the following: taglines, key words/phrases, brand voice, social media templates, etc.

Does your community have any existing brand assets (logo, colors, taglines, etc.)? If so, list them below.

All committee members will be required to attend an in-person meeting with a Greater IC designer to launch the project. Following the initial meeting, virtual check-ins and follow-ups may be scheduled. Do your committee members have any questions or concerns about working with a designer or the process? List them below.

Phase 2: Each grant will include up to \$3,500 matching grant for specific marketing materials. After Phase 1 is complete, your committee members must gather cost estimates and submit a budget for marketing materials to receive up to \$3,500 matching grant.

Marketing material requests may change after Phase 1 is complete. However, check ALL possibilities in which your community is interested at this point.

Wayfinding Signage

Public Art / Murals

Banners

Business Decals

Souvenirs

Welcome Packets

Brochure / Flyers

Other, please describe:

Unsure and open to designer recommendations

If you plan to use matching grant funding from Phase 2, what is the estimated amount you plan to request, matching your investment in marketing materials?

Part 4: Closing & Submission

Closing Statement: Is there anything else we should know about your community or your situation when considering this application? Please describe it below

By signing below, I certify that the information provided in this grant application is accurate and complete to the best of my knowledge and that I am willing to be the contact and guide for a Community Branding project if selected.

Signature

Date

Submit the application: Email this completed application to Sarah Thompson at sarah@greateriowacity.com by August 31st, 2024 at 5:00pm with the email subject line of “Community Branding Grant – (Your Community Name) Application.”

This grant is made possible in partnership with Johnson County, Iowa.

