FAIRFAX CITY BUSINESS MARKETING GRANT

GUIDELINES

The Business Marketing Grant program is designed to support **businesses located and operating in Fairfax City** by providing access to professional marketing services. A total of $25,000 will be awarded across at least five businesses, enabling them to procure marketing expertise tailored to their needs. This initiative connects locally owned businesses with industry experts, providing tools and strategies to stay competitive, enhance visibility, and drive long-term success.

PURPOSE

To support small businesses in Fairfax City by providing access to professional marketing services that foster growth, enhance visibility, and strengthen their ability to compete in today's market.

HOW IT WORKS

- **Eligibility Verification:** Businesses ensure they meet the eligibility requirements.
- **Application Submission:** Complete and submit the fillable application form by **Feb 13 at 5 PM**, along with attachments to Fairfax City Economic Development (FCED).
- **Service Identification:** Identify the marketing services needed and select the consultant.
- **Quote Procurement:** Obtain a quote from the chosen consultant(s).
- **Application Review:** Applications are reviewed and selected based on merit.
- **Additional Information:** Businesses may need to provide additional information upon request.
- **Service Reception:** Businesses receive marketing services valued at up to $5,000 each.
- **Award Notification:** Grant funds will be awarded upfront, and awardees will be notified no later than February 23, 2026.
- **Award Ceremony:** Grant recipients will be recognized at the regular meeting of the Economic Development Authority on March 4, 2026.

ELIGIBILITY CRITERIA

Business Requirements:

- Must be a small business as defined by the Small Business Administration.
- Must be licensed within Fairfax City
- Non-profits are not eligible
- Home-based businesses are eligible
- Must have one or more locations in Fairfax City
- Start-ups or expanding businesses are eligible

FAIRFAX CITY BUSINESS MARKETING GRANT

GUIDELINES

EXAMPLES OF ELIGIBLE SERVICES (NOT LIMITED TO)

- Digital Marketing
- Traditional Marketing
- Brand Development
- Public Relations
- Promotional Campaigns
- Market Research and Strategy
- Experiential Marketing
- Creative Services

HOW TO APPLY

- Download and complete the fillable application form available on the FCED website.
- Email the completed application to tara.borwey@fairfaxcityecondev.org.

AWARD TIMELINE

- Applications will be accepted until Feb 13, 2026.
- Grants will be awarded based on scoring criteria.

APPLICATION SCORING CRITERIA

Business Need and Impact (30 points)

- Clearly identified marketing service needs (10 points)
- Potential impact of the grant on business growth and expansion (10 points)
- Alignment of marketing services with business goals (10 points)

Services Selection (30 points)

- Relevance of the selected services to the identified needs (10 points)
- Quality and experience of the service provider (10 points)
- Services provided by a business located in Fairfax City (10 points)

Project Timeline and Feasibility (20 points)

- Clear and realistic project timeline (10 points)
- Feasibility of the proposed capacity-building/consultant project (10 points)

Budget and Cost Effectiveness (20 points)

- Detailed and reasonable quote for the services (10 points)
- Cost-effectiveness of the proposed services (10 points)

Total: 100 points