



Marketing Support Program

Supporting Local Businesses During Tunnel Repairs

Presented by The Office of Economic Development



The Challenge

The Wharf Tunnel Repairs and New St. repairs are necessary infrastructure work—but they create a survival challenge for local businesses. Parking loss, access confusion, and reduced visibility threaten businesses that have invested years building our downtown economy.

AT A GLANCE:

- 15-month construction timeline and impacts
- Business threats
 - customers assume closed
 - revenue decline
- Risk of permanent closures

The Solution

Rather than asking businesses to simply endure construction impacts, this program empowers them to actively counter customer misconceptions. With professional marketing support and expert training, businesses can tell customers: "We're still here, still open, and still worth your visit."





Program Details

Total Proposed Investment

\$100,000

Anticipated Reach

20 Businesses

Grants from \$1,000-\$5,000

The Details

- Business must be in Impact Zone
- No Match Required
- Businesses must Participate in tailored Workshops offered by Small Business Development Center to qualify
- Present Marketing Plan with Application



Eligible Services

Four categories: Signage, Digital Advertising, Professional Content, Customer Outreach

Signage & Wayfinding

- “We’re Open” signage
- Window Graphics
- Directional Signs

Digital Advertising

- Facebook/Instagram Ads
- Google Ads
- Social Media Content

Professional Content

- Photography
- Video Content
- Graphic Design

Customer Outreach

- Direct Mailing
 - Email Campaigns
 - Promotional Materials
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Why Act?

- Supporting local businesses during temporary disruptions preserves the character and vitality of our downtown. When we invest in our business community, they invest back in Staunton



Thank You



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