

HBCRA Micro-Campaign — Small Business Grants

Two-week sprint to launch and promote grants up to **\$10,000** for storefront, safety, and accessibility upgrades. Ship continuously; measure outcomes.

Campaign line: "Small upgrades. Big impact."

Value: Grants up to \$10,000 for storefronts, safety, lighting.

Apply: Read one-pager → Attend info session or watch 4-min video → Submit online form.

Dates

Apps open [MM/DD] → due [MM/DD 5:00 PM].

Help

Office hours T/Th 2–4 PM · (954) 555-0123 · grants@hbcra.gov

2-Week Sprint Plan

Day 1–2 (Prep)

- Lock eligibility + dates; create UTM links; set intake form
- Draft all copy; pre-translate (ES / HT)

Day 3–4 (Creative)

- Build one-pager PDF + web module
- Design social tiles (square + story), email, PSA script

Day 5 (Review / Accessibility)

- Contrast $\geq 4.5:1$, headings order, alt text, captions

Day 6–7 (Soft launch)

- Email chambers/merchant groups; post story; publish landing

Day 8–12 (Push)

- Run 3 social waves; host info session; pitch advisory

Day 13–14 (Close / Report)

- "Last chance" posts; send recap to CRA board

Core Message Set

- **Campaign line:** "Small upgrades. Big impact."
- **Value prop:** Up to \$10,000 for storefronts, safety, lighting
- **Who qualifies:** 1–25 FTE; in CRA boundary; current on taxes; no code liens
- **Match:** 10–25% cash (or in-kind with receipts)

- **Dates:** Apps open [MM/DD] → due [MM/DD 5:00 PM]
- **How to apply:** one-pager → info session/video → online form
- **Help:** Office hours T/Th 2–4 PM; (954) 555-0123; grants@hbcra.gov

- **Use of funds:** façade, signage, lighting, security, ADA entrance, landscaping

Deliverables

One-pager (PDF + web)

- Sections: overview · eligibility · costs · match/limits · timeline · apply · FAQ (3) · contact
- Design: 1 page, 3 columns; QR to apply; bilingual footer
- CTA: "Apply for a Small Business Grant"

Grant amount: up to \$10,000 (reimbursable)
Match: 20% minimum (cash or in-kind with receipts)
Priority: safety, accessibility, visible street improvements
Turnaround: decisions within 30 days of close

Social tiles

- Specs: 1080×1080 and 1080×1920; PNG; alt text included
- Wave 1: announce · Wave 2: proof · Wave 3: last chance

Media advisory

- 20-min overview + Q&A · visuals: before/after, owner quotes

Email to partners

- Chambers, BIDs, merchant groups; include assets and dates

60-sec PSA

- Radio/TV; concise civic script aligned to campaign line

Targeting & Placement

Organic

- City/CRA FB, IG, LinkedIn; Nextdoor (geo by corridor)

Partner shares

- Chambers, BIDs, merchant WhatsApp, faith-based orgs

Paid

- \$300–\$1,000 boosted posts; retarget clicks to Apply

Tracking & Success Metrics

- **Primary:** Apps started/submitted; % complete; time-to-decision

- **Equity:** Zip/corridor distribution; language preference; first-time applicants
- Add UTM to every link: `?utm_source={{channel}}&utm_medium={{post/email}}&utm_campaign=hb_cra_grants_{{yyyymm}}`

- **Funnel:**

- One-pager →

- Apply clicks →

- Form starts →

- Submits

- **Engagement:**

- Info-session

- RSVPs, social

- CTR, partner

- forwards

Accessibility & Language

- Bilingual tiles and one-pager (ES / HT)
- All graphics with descriptive alt text
- Reading level \approx Grade 8–9; avoid unexplained acronyms
- Zoom captioning + recording; post 2-min highlight clip