

GAIA Market Adjustment Program

Purpose: The purpose of this program is to provide the businesses of the Garrison trade area an incentive to revamp and reconsider their offerings in order to be competitive and viable in Garrison's changing economy.

Eligible Locations: Any business in the Garrison trade area where the applicant can provide supporting data to indicate that the addition of a new product or service will increase the viability and marketability of that business, and be beneficial to the community of Garrison.

Maximum Grant: The maximum amount of grant per business is \$1,000.00. Grant amounts will be based on the impact to the community as determined by the GAIA Board of Directors. Grant funds may be used for product displays, marketing, promotional events, and demonstrations for new products/services that will help the business remain viable and competitive in the coming years.

Grant Application: This is a competitive program with limited funds available. To be considered a written application accompanied by a detailed description of the improvement project shall be submitted to the GAIA Board of Directors.

Grant Approvals: This is a competitive program, and applications will be scored by the GAIA Board based on the project's ability to enhance or expand available products or services. Approvals will only be granted for requests made *prior* to the beginning of any expansion or improvement work. All approvals are subject to funds being available for this program. Projects will be individually reviewed for acceptability by the GAIA board of directors before approval. Once an application is approved the applicant has 6 months to complete the improvement project and file for payment. Extensions may be granted due to reasons beyond the control of the applicant, but will be done only with board approval. **Note: Materials and hired labor used in the project must be purchased locally unless not otherwise available.**

APPLICATION PROCESS

- ◆ All applicants must submit an application form - a brief synopsis of the project should also be attached. Further supporting information may be requested by the board of directors.
- ◆ Applicants will be notified by the GAIA office as to board decisions within two weeks of application unless otherwise noted.