

Orleans Local Impact Grant - Pilot Program

Eligibility Criteria

Program Summary

The Town of Orleans is launching a pilot municipal grant program to support local economic development through funding for Orleans-based businesses and community event organizers. The goal of the program is to strengthen our local economy by retaining and attracting businesses and fostering events that promote Orleans as a vibrant, year-round destination.

The Orleans Local Impact Grant is a pilot program designed to support both locally owned businesses and community event organizers who contribute to Orleans' year-round economic vitality and community connection.

While these two focus areas - business development and event support - are combined in this pilot phase, they may be structured as distinct grant programs in the future. For this round, applicants must meet the eligibility criteria outlined for their respective category and submit proposals aligned with that category's intended goals.

In its pilot year, the Orleans Local Impact Grant will award 6-10 grants up to \$10,000. The program encourages creative, forward-thinking proposals that amplify what's already great about Orleans - enhancing existing efforts, drawing more business into town, and leveraging the unique strengths that define our community.

Collaborations between organizations planning community events are highly encouraged.

Eligibility Criteria

Applicant Requirements:

- **Must be a locally owned business, which is independently owned and operated by individuals who reside on Cape Cod, and physically located and operating within the**

Town of Orleans or a nonprofit or organization proposing a community event to be held in Orleans.

- Business applicants must have been in operation for at least one year and be open at least 9 months per year.
- Community event applicants must have a demonstrated track record or be affiliated with an established organization.
- Applicants must be in good standing with the Town of Orleans (e.g., no outstanding taxes or code violations).
- Only one application per business or organization will be accepted.
- Whenever possible, applicants are encouraged to work with Orleans-based or Cape Cod-based vendors and service providers.

For Businesses

Grant funding may be used for activities that help businesses grow their brand, reach new audiences, improve customer experience, and contribute to the year-round vitality of Orleans. Examples include:

- Website and e-commerce upgrades - e.g., launching an online store, improving mobile responsiveness, integrating online booking tools
- Interior/exterior enhancements, including curb appeal or minor capital improvements - e.g., new signage, painting the storefront, installing planters or lighting to enhance street visibility
- Year-round or shoulder season programming that drives foot traffic - e.g., hosting monthly themed shopping nights, indoor classes or workshops in the off-season
- Consulting or technical services - e.g., hiring a marketing consultant, branding refresh, bookkeeping or POS system training
- Equipment or tools that enhance service delivery or expand offerings - e.g., purchasing a display fridge, upgrading a register system, investing in portable displays for markets
- Marketing and promotional campaigns - e.g., branded social media ad campaigns, print ads in regional magazines, direct mail postcards

For Community Events

Grant funding may support activities that enhance events drawing people to Orleans during the shoulder seasons. Examples include:

- Event planning and coordination costs - e.g., hiring an event coordinator, permit fees, insurance for the event

- Equipment or rentals - e.g., tent and stage rentals, sound systems, portable restrooms
- Local performer or vendor fees - e.g., paying musicians, storytellers, food vendors, or craft demonstrators
- Signage and materials that promote Orleans during the event - e.g., branded directional signage, Orleans-themed banners, visitor info materials
- Accessibility improvements - e.g., wheelchair-accessible entry ramps, ASL interpreters, large-print event guides
- Marketing and outreach - e.g., paid social media ads, event flyers, a dedicated website or event listings

Ineligible Uses:

- Public art installations or stand-alone art projects
- Alcohol products
- Personal expenses (e.g., clothing, rent, travel unrelated to the project)
- Salaries or ongoing operational expenses (e.g., staff wages, utilities, rent/mortgage)
- Debt repayment or loan refinancing
- Projects located outside of Orleans
- Political activities or lobbying
- Projects that promote religious activities
- Projects that are already fully funded by other municipal grant programs
- Reimbursement for expenses incurred before grant approval