
TNI Thrives Grant Application Process

July 2024

Trenton Neighborhood
Initiative



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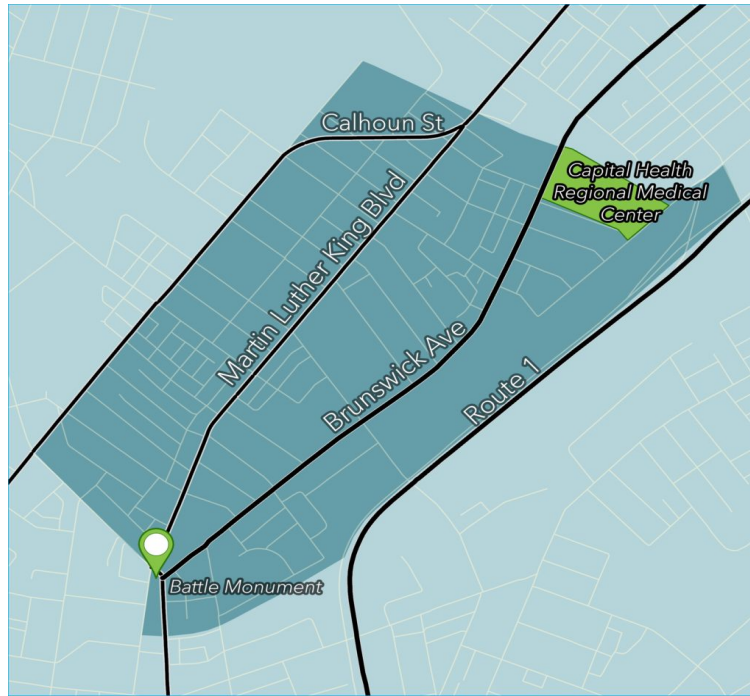
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TNI Thrives Grant Description

This program offers at least 7 grants of up to \$7,000 each to support storefront businesses within the [TNI community](#) that focus on expansion, improvement, or operational excellence.

Eligible Businesses

Storefront businesses in the TNI area



Eligibility Requirements

- Be a legally registered storefront business.
 - Preference will be given to businesses with less than an annual average of less than 15 full-time equivalent employees.
 - Operate within the TNI boundary area.
 - Have been in operation for a minimum of 3 years.
 - Submit a viable project proposal that aligns with one of the grant categories and can be completed within 9-12 months.
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Grant Funding Opportunities

Expansion & Improvement Grants

- Grants of up to \$7,000 to support businesses looking to renovate or expand within their current location, focusing on:
 - **Space improvements:** Renovations, minor construction to increase usable space.
 - **Facade Improvements:** Improve lighting, adding security systems, fix trip hazards, weatherproofing, storefront appeal, and signage.
 - **Equipment acquisition:** Funding for essential equipment to enhance operations or service offerings.
 - **Energy Efficiency:** Assistance with energy audits and implementing cost-saving measures.

Operational Excellence Grants

- Grants of up to \$7,000 to support businesses looking to improve the operations of their business:
 - **Workforce Development:** Training programs for staff development and customer service improvement.
 - **Financial Management:** Consulting services for cash flow management, tax planning, or financial analysis.
 - **Marketing and Branding:** Assistance with developing a marketing plan, website creation, or branding materials.
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Business Information

- Legal business name: [Your Business Name]
 - Legal Business Structure: [Choose one: Sole Proprietorship, LLC, Other]
 - Tax ID number: [Your Tax ID number]
 - Physical Address: [Your Business Address]
 - Phone Number: [Your Phone Number]
 - Email Address: [Your Business Email]
 - Website: [Your Website URL (if applicable)]
 - Social Media Links: [List your social media handles (if applicable)]
 - Number of employees: [Number of Employees]
 - Years in Operation: [Number of Years]
 - Customer Base Demographics: Briefly describe your typical customer (age, income level, etc.)
 - Financial Information: Upload one of the following documents based on your availability: Profit & Loss Statement, Balance Sheet, 2023 Tax Returns
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Project Description: Example (Expansion & Improvement Grant - Equipment Acquisition):

Title: Upgrading Kitchen Equipment for Faster Service

I am proposing to use the TNI Thrives Grant to acquire new kitchen equipment, including a high-speed oven and a larger griddle. This will allow us to prepare food more quickly and efficiently, leading to shorter wait times for our customers. This aligns with the Expansion & Improvement Grant category (Equipment Acquisition) and will directly improve our operational excellence.

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Project Description: Example (Operational Excellence Grant - Marketing & Branding):

Title: Enhancing Online Presence through Social Media Marketing Campaign

We plan to utilize the grant funding to launch a targeted social media marketing campaign to increase brand awareness and attract new customers. This campaign will involve creating engaging content, running targeted ads, and collaborating with local influencers. This project falls under the Operational Excellence Grant category (Marketing & Branding) and will significantly improve our customer reach.

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Project Budget

- Create a detailed spreadsheet outlining your project costs.
 - Include descriptions of each expense (e.g., High-Speed Oven, Social Media Marketing Consultant), estimated costs, and quotes (if available).
 - Clearly highlight how much of the grant funding you will be requesting.
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Project Timeline

- Develop a timeline outlining the key milestones for your project completion within the 9-12 month timeframe.
 - This could include equipment purchase dates, marketing campaign launch dates, and project completion goals.
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Community Impact

Example:

XYZ, LLC. is a staple in the TNI community, providing [brief description of your products or services- , e.g., hair care services] for over [number, e.g., 6 years] years. We actively participate in community events, source products from local vendors, and employ residents from the neighborhood. This grant will allow us to [mention how the project will further benefit the community, e.g., create additional jobs, offer discounts to local residents].

(Word count: approximately 50)

Additional Information

- Upload any additional documents that support your application
 - Letters of recommendation, customer testimonials, or detailed marketing plans (depending on your project).



Remember:

- Proofread your application carefully before submitting it.
- Meet the deadline (September 23rd).
- Recipients will be required to attend or listen to at least 2 business improvement presentations within their funding cycle.

By providing clear, concise, and well-organized information, you can increase your chances of receiving a TNI Thrives Grant.

TNI Business Improvement Presentations

- **Marketing & Customer Acquisition:** Develop plans to market their business, budget-friendly advertising (including digital), social media engagement, loyalty programs, and word-of-mouth marketing.
 - **Business Management & Financial Literacy:** Cash flow management, financial planning, and cost-saving strategies.
 - **Human Resource Management:** Employee retention, fostering a positive work environment, and exceptional customer service.
 - **Business Growth & Expansion:** Develop plans for expansion, explore financing options, and lease negotiation strategies.
 - **Utilizing Online Resources & Technology:** Leverage online tools, customer relationship management systems, and cybersecurity basics.
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Apply TODAY by visiting:

tnitrenton.org/businesssupport/#grantprogram

DEADLINE: September 23, 2024
