



# RURAL EXPANSION TOOLKIT

## MARKETING & TRAINING PROGRAM

The Enterprise Florida Rural Marketing & Training Grant Program was established to support rural communities' efforts to market their counties and provide additional training, technical, marketing and lead generation opportunities to their employees, elected officials and board members.

Grants in this program are eligible for reimbursement up to \$5,000 for activities completed between July 1, 2020 – June 30, 2021.

## CONSULTING SERVICES PROGRAM

Communities may now apply for reimbursement for consulting services to enhance economic development efforts in their community.

Grants in this program are eligible for reimbursement up to \$5,000 for activities completed between July 1, 2020 – June 30, 2021.

## SITE PREPAREDNESS PROGRAM

To gain a competitive advantage when it comes to business attraction and expansion projects, EFI will assist Florida's rural communities with the development/enhancement of sites to make them build-ready and competitive for site selection projects.

Grants in this program are eligible for reimbursement up to \$25,000 with a 24-month term beginning upon the execution of the grant contract.

## TO APPLY

The 2020 grant applications will open October 15, 2020. Counties may apply for all three grants. Grants will be awarded on a first-come, first-served basis. Deadlines for application submissions are as follows:

- **Marketing & Training Grant** – Applications will be accepted until May 1, 2021 for grant activities completed between July 1, 2020 – June 30, 2021.
- **Consulting Services Grant** – Applications will be accepted until May 1, 2021 for grant activities completed between July 1, 2020 – June 30, 2021.
- **Site Preparedness Grant** – Applications will be accepted until December 15, 2020.