

Appendix A – ARPA Submission Format

Project Name: Small Business Marketing Assistance

Submitted by: Taste Newberg, Chehalem Valley Chamber of Commerce, Newberg Downtown Coalition

Justification

List your justifications here and address the following points where relevant. Try to explain what the issue is. Naturally it must be related to attempts to “respond to the economic and public health impacts of COVID19”.

What The Issue is and How This Will Help:

The effects of the COVID-19 pandemic have proved to be varied and lasting. When first faced with closures and restrictions in 2020, Newberg small businesses and supporting organizations saw devastating impacts on their revenue stream. In 2021, supply chain interruptions and labor-force shortages are hindering recovery efforts. We do not know what 2022 and beyond will bring, but we do know that one of the most important ways our local small businesses will be able to overcome the next economic hurdle will be through robust online marketing. Newberg small businesses are in survival mode and have little time to devote time to enhancing their digital marketing. That is why we are proposing a suite of robust and integrated small business marketing assistance provided and administered by The Chehalem Valley Chamber of Commerce, Taste Newberg and The Newberg Downtown Coalition. This suite of mobile-centric business solutions will amplify the economic recovery and future growth of small businesses.

Project Description:

According to Morgan Stanley, 91% of adults have their mobile phone within arm’s reach 24/7 and 80% increase in sales for companies that adopt a mobile-centric approach (Internet Retailer). A Suite of mobile-centric business Marketing Solutions delivered by the collaborative efforts of the CVCC, Taste Newberg and the NDC will work together to create a robust online marketing resource for the future growth of small businesses as well as an enhanced visitor itinerary planning tool. This includes **Point ‘N Save**, a mobile app for the businesses and visitors of Newberg. With one swipe, people can link to a business website, call them, get directions, or purchase tickets to a local event. There are also pages with an event calendar and community resources. **Visit Widget** is a next generation planning tool designed to enhance visitors' experiences, capture demographic data, and drive more visits. Both **Point ‘n Save** and **Visit Widget** rely on accurate Google business listings. Therefore, The NDC will host a series of **Google My Business** workshops hosted by the NDC with the help of Taste Newberg and Travel Oregon’s partnership with Loel, the CVCC, and George Fox University’s Professional Writing Class.

Cost \$29,176.00

Included in the Cost:

- Set-up Costs (\$8,000)
- Administration Costs (\$9,000)
- Monthly Fees -- 24 months at \$598 per month (Total \$7,176)
- Travel Oregon’s OTIS (Oregon Tourist Information System) integration -- estimated (\$5,000)

Implementation Time-line:

- Implementation within 2-6 months
- 24 months of sustained funding (through Dec. 2023)

Project Sustainability:

How will it bring lasting economic benefits to Newberg:

We need to elevate the profile of Newberg's travel and tourism industry and local small businesses in Newberg's economic ecosystem, as well provide modern-day technology for visitor itinerary planning. According to Travel Oregon, research shows that over 90% of internet searches happen in Google and businesses with up-to-date Google listings are:

- 7 times more likely to be considered reputable
- 70% more likely to attract visits
- And 50% more likely to drive purchases

Visit Widget provides a centralized data-collection solution including powerful integrations with [Google Analytics](#), [Google Firebase](#), and [App Figures](#) to provide insights on mobile app analytics and widget usage. The **Point 'N Save** app provides visitors and local business usage demographics. Both will be enhanced by a robust and accurate Google online presence created by businesses through the **Google My Business** workshops.

Use of Local or Minority Vendors

Administrative costs include hiring part-time assistance to roll out the marketing suite, with an emphasis on local and/or minority-owned vendors. We will be consulting with the City of Newberg's Community Engagement Specialist for outreach assistance.

Sustainability:

The implementation of this suite of mobile-centric marketing has the support of three strong organizations; Taste Newberg, The Newberg Downtown Coalition, and the Chehalem Valley Chamber of Commerce. Two years of data collection at the completion of the funding cycle will inform future strategic planning specific to these digital marketing apps.

CODE:

- Small Business Economic Assistance - 2.9
- Aid to Non-Profit Organizations – 2.10
- Tourism, Travel or Hospitality – 2.11