



Short Form Video Reels for Business

Fostering Growth for Santa Ana Small Businesses - \$1,000 Marketing Grants

25 Spots Available First come, first served

Maximize leads and awareness for your business with short-form videos. This is a 4-week program with the city of Santa Ana and the SBDC Digital Marketing Lab.

You will learn how to:

- Properly set up a TikTok business account.
- Create a compelling video with an expert TikTok video consultant on-site at the SBDC Digital Marketing Lab.
- Add sound, captions and edit your video.
- Launch a TikTok advertisement campaign with your video utilizing the city of Santa Ana \$1,000 Grant.



NEED HELP?
CONTACT THE SBDC

The Small Business Development Center (SBDC) can help you with your application and help awardees with additional funding requirements - at no cost.

Contact us at 1-800-616-7232 or visit us online to book an appointment: ociesmallbusiness.org.



DATES

Application opens: Mon, Oct 31, 2022 at 9 AM to Mon, Nov 7, 2022 at 11:59PM

Program Kick Off: Friday, November 18, 2022 @ 10 AM



ELIGIBILITY

BUSINESSES MUST

- Be a commercially-zoned brick and mortar business located in the city of Santa Ana.
- Businesses must currently be operational and must have been in business before March 1, 2020 as demonstrated by one of the following:
 1. Santa Ana Business Licenses
 2. Commercial Lease Agreements
 3. Business Tax Returns
- Business must attend all four sessions.
- Business must complete a short survey 3/6/9/12 months after program is completed.
- Business must have a current/active business license, and all applicable required permits.
- The business has not had any code violations in the last twelve (12) months.
- Businesses cannot be doing more than \$1,500,000 yearly based on 2021's sales.
- Business will be required to sign a grant application with the city of Santa Ana and demonstrate they had a negative business impact of 20% or more due to COVID-19.

FOR MORE INFORMATION AND APPLICATION VISIT:
<https://ociesmallbusiness.org/city-of-santa-ana-reel-video-grant/>

