



**City of Taunton**  
**Mayor Shaunna L. O'Connell**

## **SMALL BUSINESS STEP UP GRANT**

(Sales Technology & Efficiency Professional Upgrade Program)

The City of Taunton has relaunched and expanded the *Small Business STEP UP Grant Program* to assist small businesses in the City of Taunton that have been impacted by the COVID-19 pandemic with critical upgrades to their sales operations and professional identity. Funding for this program is provided by the City's allotment of American Rescue Plan Act (ARPA) funding and is being managed locally by the City of Taunton's Office of Economic and Community Development (OECD).

Grants will vary based on individual needs and available funds and will assist a small business with:

- Purchase of Digital Point-of-Sale System
- Website Design
- Logo Graphic Design
- Social Media Setup and Coaching

Equipment or services purchased prior to enrollment in this program are not eligible for reimbursement.

### **ELIGIBLE APPLICANTS:**

To be eligible for the program, a business must meet the following requirements:

- Must be a for-profit business
- Must have 10 or fewer full time equivalent (FTE) employees
- Business must have a physical location in Taunton where customers can visit in person
- Business must be registered with either the City Clerk or the Secretary of State
- Must provide detailed explanation of COVID-19's impact on business operations
- Grant must fulfill a currently unmet need

### **COMPLIANCE WITH FEDERAL, STATE, LOCAL FUNDS, LAWS, REGULATIONS**

Applicants must comply with all applicable laws and regulations of the federal government, Commonwealth of Massachusetts, and City of Taunton.

Completed applications and forms and all attachments should be sent via email to [ttorres@taunton-ma.gov](mailto:ttorres@taunton-ma.gov). If you do not have access to a computer, please mail or drop off the application and supporting documents to:

OECD – City of Taunton  
15 Summer Street, 3<sup>rd</sup> Floor  
Taunton, MA 02780  
Attention: Small Business STEP UP Grant

### **CONTACT INFORMATION**

To obtain additional information pertaining to the application or grant requirements, or if have any issues with submitting any of the requested documents, please contact OECD at (508) 821-1030.

The City of Taunton does not discriminate in carrying out its programs and activities on the basis of age, color, gender, expression/identity, genetic information, marital status, national origin, physical and mental disability, pregnancy, race, religion, sex, sexual orientation, or veteran status.