Smart POS & Digital Expansion Incentive

Program Name: "Smart POS & Digital Marketing Growth Initiative"

The **Smart POS & Digital Marketing Growth Initiative** is a funding program designed to help **restaurants, cafés, and retail businesses** modernize their **Point-of-Sale (POS) systems**, **expand online sales**, **integrate third-party food delivery services**, and **enhance digital marketing efforts**. The program includes financial incentives for **influencer marketing partnerships and local advertising sponsorships** to increase brand awareness and customer engagement.

Program Goals:

✅ Improve **business efficiency** through modern POS technology.

✅ Support **digital transformation** and increase **online sales**.

✅ Enhance customer convenience with **mobile, contactless, and online ordering**.

✅ Boost business resilience through **third-party delivery service integration**.

✅ Strengthen **local economic activity** with **digital marketing and influencer sponsorships**.

Funding Structure (Milestone-Based Incentives)

Milestone Category	Example Milestone	Funding/Support Released
Application & Approval	Submit a digital sales/POS adoption plan	25% of grant
POS System Purchase	Purchase and install an **approved** cloud-based POS system	Up to $2,500 grant

Milestone Category	Example Milestone	Funding/Support Released
Online Ordering Integration	Connect POS to an online ordering platform (e.g., Shopify, Toast, Square)	Additional 20% grant reimbursement upon proof of use
Third-Party Delivery Service Setup	Set up accounts with **at least one** food delivery service (DoorDash, Grubhub, Postmates, Uber Eats)	Additional **$500 incentive** to offset fees and marketing costs
Digital Marketing Campaign Launch	Implement digital marketing (social media ads, Google Ads, email campaigns)	Reimbursement of up to **$500 in ad spend**
Website & SEO Optimization	Upgrade website for online ordering, SEO, and mobile optimization	Additional **$500 grant** for web development
Influencer Partnership Sponsorship	Collaborate with **local food, lifestyle, or retail influencers**	**$500 grant** to cover influencer marketing costs
Local Advertising Sponsorship	Run ads in local media (radio, newspapers, community websites)	**$500 grant** to support local sponsorships

Eligibility Requirements

To qualify, businesses must:

✓ Be located within the **City of Reading Tax Increment Finance (TIFA) District**.

✓ Operate as a **restaurant, café, food service, or retail business**.

✓ Be in compliance with **city tax and licensing requirements**.

✓ Submit a **business technology adoption plan** with an estimated budget.

✓ Use an **approved** POS system with **integrated online ordering and food delivery service compatibility**.

✓ Provide proof of active **third-party delivery partnerships** (contract or transaction reports).

✓ Implement a **digital marketing campaign** and submit ad spend reports for reimbursement.

✓ Show proof of collaboration with a **local influencer or media sponsorship**.

Incentive Types Offered:

🔷 **Direct Grant:** Covers up to **$2,500 per business**.

🔷 **Third-Party Delivery Subsidy: $500 to offset fees** for integration with **DoorDash, Grubhub, Uber Eats, or Postmates**.

🔷 **Digital Marketing Grant: Reimbursement of up to $500** for online advertising, social media ads, Google Ads, and email marketing campaigns.

🔷 **Website & SEO Optimization Grant:** Additional **$500 grant** for **website upgrades, SEO, and online ordering enhancements**.

🔷 **Influencer Marketing Sponsorship: $500 grant** to cover costs associated with working with a **local social media influencer** (e.g., Instagram, TikTok, YouTube).

🔷 **Local Advertising Sponsorship Grant: $500 for radio, newspaper, or community website advertising**.

Approved POS Systems & Features Required

✅ **Cloud-based** with real-time sales tracking.

✅ **Seamless integration with online ordering** (e.g., Shopify, Toast, Square, Clover).

✅ **Compatible with at least one third-party delivery platform** (DoorDash, Grubhub, Postmates, Uber Eats).

✅ **Inventory and employee management** capabilities.

✅ **Secure customer data & transaction history storage**.

Why This Initiative Matters

📌 **Expands Revenue Streams:** Encourages businesses to generate more income through online sales and delivery services.

📌 **Enhances Online Visibility:** Digital marketing and influencer sponsorships help businesses reach more customers.

📌 **Supports Local Business Growth:** Incentivizes businesses to **source locally** and reinvest in the community.

📌 **Boosts Community Engagement:** Encourages businesses to work with **local influencers and media** for greater brand awareness.

Next Steps & Application Process

1. Apply: Businesses submit an application detailing their POS and digital sales strategy.
2. Review & Approval: Applications are reviewed based on **eligibility and projected impact**.
3. Funding Disbursement: Grants or loans are issued upon **milestone achievements**.
4. Compliance & Reporting: Businesses must provide proof of **system integration, active usage, digital marketing performance, and influencer/media partnerships**.

Bonus: Additional Digital Marketing Support

Eligible businesses will also receive **free digital marketing consultation** to help them:
📣 **Optimize their Google Business profile** for better search visibility.
📣 **Improve their website's SEO** to rank higher in local searches.
📣 **Develop social media marketing strategies** to boost customer engagement.
📣 **Set up email marketing campaigns** for repeat business and promotions.
📣 **Identify and connect with local influencers** for brand growth.

Ineligible business types including franchises (including independent contractor agreements), businesses located in strip malls (unless located in an area zoned and approved for future concentrated mixed-use development), "big box" retailers, businesses whose primary sales come from marijuana, CBD, tobacco, and/or any other businesses deemed ineligible by the MEDC.