



Haines Economic Development Corporation (HEDC)

Pivot Program Guidelines

ABOUT THE PROGRAM

The Haines Economic Development Corporation's Pivot Program is designed to respond to the needs of the local business community in the wake of the pandemic, and to help position them to thrive in 2022 and beyond.

The Pivot Program provides an opportunity for seasoned businesses and early start-ups to adjust their business practices and ways of engaging customers to mitigate the effects of the pandemic. The goal of the Pivot Program is to help businesses achieve economic resilience by leveraging digital enhancements to diversify their customer base.

The Haines Pivot Program will enable Haines businesses to:

- Access professional branding, marketing, website, and digital advertising support that allows them to reach new customers and audiences.

The program will be administered by the Haines Economic Development Corporation (HEDC). Applications will be reviewed by a committee of no fewer than three HEDC board members and two at-large members from the business community. Applications will be assessed based on eligibility, merit and an ability to meet program guidelines.

At this time, the program is scheduled to end on June 30, 2022.

PROGRAM DETAILS

The program will be guided by the following principles:

- Embracing change, adapting, planning ahead and exploring opportunities related to shifting markets
- Connecting with other businesses to explore partnership opportunities
- Re-imagining business in the new normal
- Prioritizing safety
- Embracing new marketplace technologies

This program will focus on providing the following support:

1. Brand consulting

- Workshops and brand development
- Unique selling propositions
- Logo and visual identity
- Core messages

2. Marketing strategy

- Marketing/digital marketing strategy
- Audience profiling
- Media strategy and planning
- Social media strategy
- Content strategy
- Social media auditing
- Online ad optimization

3. Website & online presence

- Editorial audit/review
- Web design, development and writing
- SEO improvements/recommendations
- E-commerce support

4. Media design and creation

- Graphic design
- Content creation

5. Digital ad training & optimization

WHO IS ELIGIBLE TO APPLY?

Applications may be made on behalf of either of the following:

- Established, registered Haines businesses that have been in operation for at least one year
- Established Haines Non-Governmental Organizations (NGOs) that have been in operation for at least two years.

Consideration may be given to businesses and organizations that do not meet this criteria, but this will be done on a case-by-case basis.

Applicants must be:

- Owners/operators or representatives of businesses that operate in Haines or within the 99827 zip code.

HOW MUCH SUPPORT CAN I APPLY FOR?

Successful applicants do not receive the money directly. Successful applicants will receive up to \$10,000 of in-kind support from Aasman Brand Communications.

You can indicate the type of support you are requesting. Successful applicants will work with Aasman Brand Communications to develop a work plan to help you best achieve your goals.

EVALUATION OF APPLICATIONS

Applications will be accepted at any time until November 1 and will be assessed on regular two week intervals. The program funds are limited and are available on a first come, first served basis. Applicants are encouraged to plan ahead and apply early. All applicants will be treated equally and evaluated on merit. Funding preference will be given to projects that demonstrate pathways toward business growth, new markets, or employment opportunities.

The Review Committee:

- Will have the primary responsibility of reviewing and evaluating applications and evaluating final reports.
- Will be composed of no less than three HEDC board members and two at-large members from the business community. The Haines Borough and Chamber of Commerce are invited to each appoint a representative to serve as an ex-officio on the committee.

SCORING CRITERIA

LOCALLY OWNED AND OPERATED: up to 10 POINTS

Does the owner of the business live in Haines and are the majority of employees based in Haines?

ECONOMIC DISTRESS: up to 15 POINTS

The business must quantify the financial burden caused by the COVID-19 crisis. Examples include detailing the difference in employees before COVID and now, and revenue comparisons from previous periods to current period.

ECONOMIC IMPACT: up to 25 POINTS

What is the business's economic impact on the Chilkat Valley? How many jobs do they currently provide? Have they demonstrated a plan for growth? How many other businesses benefit from work or services provided by this business.

NEED: up to 25 POINTS

The business must detail how they think the Pivot Program will benefit their business. Has the business applied for or been awarded grants from federal relief efforts or other business development organizations? Do company principals possess the skill and capacity to maximize results of this program?

UNIQUENESS OF PRODUCT/SERVICE/OFFERING: up to 25 POINTS

Many communities have businesses that uniquely contribute to the community and are likely difficult to replace, impacting the community's character. Is the business unique to Haines? How does it contribute to the social and cultural well-being of the community?

PROGRAM ADMINISTRATION DETAILS

Haines Economic Development Corporation will:

- Administer the implementation funding portion of the program and will manage the program providing administrative support and coordination services.
- Offer assistance to applicants during the application process through Pivot Advisors.
- Manage and implement the professional advisory component of the program.
- Ensure program cohesion as the professional advisory component evolves. This will include monthly reporting between the Pivot Advisors and HEDC.
- Report the activities of the fund, financial reports and training outcomes following program completion.

FINANCE AND REPORTING

No later than 30 days after official notification of approved application, applicants are required to complete and deliver via email or mail, a one-page contract that is available from the Pivot Administrator. Failure to provide this signed contract (or request for program withdrawal) will result in funding earmarked for this business being made available to another applicant.

All final reporting must be received no later than 30 days after official notification of approved funding or 30 days after completion of the project, whichever is later. Approved applications that remain incomplete for more than 90 days, inclusive of the initial 30-day deadline, will be considered inactive and the applicant's file will be closed.

HOW TO APPLY

The HEDC Pivot Program supports the advancement of rural economic development. Please read the guidelines thoroughly and be sure to contact the Pivot Administrator from the Haines Economic Development Corporation to discuss eligibility before applying, or if you need assistance with your application.

You will be required to submit the following:

- A completed application form;
- A copy of your business license; and
- A copy of your current business plan (optional, but encouraged)

Please submit your application by:

- Emailing to lee@hainesedc.org, or
- Mailing to Haines Economic Development Corporation, PO Box 1734, Haines AK 99827

The deadline to apply is November 1, 2021. We will begin working with the first cohort of 5 businesses in mid-October. Subsequent cohorts of 5 will begin monthly until the grant funds supporting this program are exhausted.