

**Business Assessment & Marketing Assistance**

**A free program** for qualifying businesses,

provided by **Historic Dupont Circle Main Street,**

to support the growth and success of our small businesses.

**Historic Dupont Circle Main Streets** offers business and marketing assistance for retail businesses (shops, restaurants, services, and museums) in Dupont Circle.

This assistance grant can be used for any of the categories listed below. Grant funds are to be used for consulting time (not for cash), are competitive, and will be offered until funds are expended by September 2020.

Please fill out this form to schedule a consultation to discuss your needs. Please scan or photograph this completed form, and email it to [cherielester@gmail.com](mailto:cherielester@gmail.com), or call me at 202-270-5334 for pick up. Thank you and feel free to contact either myself, or Bill McLeod ([execdirector@dupontcircle.biz](mailto:execdirector@dupontcircle.biz)) with questions. For more info about HDCMS, visit [www.dupontcirclemainstreets.org](https://www.dupontcirclemainstreets.org/).

Thank you,

Cherie Lester

*Small Business Consultant*

*Historic Dupont Circle Main Street*

*202.270.5334*

**Your Name:**

**Business Name:**

**Address:**

**Email:**

**Phone:**

*\*all forms must include an email address*

**Tell us what you’d like assistance with. Please choose your top 3 in each category.**

**Marketing: Choose up to three.**

Marketing 101. Includes Digital Assessment (website, google/GMB)

Basic design training: Create your own ads with Canva, Crello or Word Swag

Social Media Training (Twitter, Facebook, Instagram + Stories or Google)

Events 101: How to get started (training, planning & where to advertise)

Adding a retail pop-up to your existing business

**General Business: Choose up to three.**

Management Assistance

Strategic Planning

Growth Strategy

Human Resources

Staff Training

Legal Assistance

Contracting

Industry Specific Consultants

Financial Assistance

Government Assistance

Licensing & Compliance

Certifications (Clean Hands, CBE)

**Design Assistance: Choose up to three.**

Signage and Awning

Façade

Windows

Logo Design

How Do I Look? Curb Appeal & Exterior Upgrades

Retail Merchandising

𐀡 Window displays

Other assistance (please print)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Dupont Circle Main Streets**

**9 Dupont Circle, NW**

**Washington DC 20036**

[www.dupontcirclemainstreets.org](https://www.dupontcirclemainstreets.org/)