

**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 form once complete, 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.

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:**

**Marketing**

**𐀡** Marketing 101

𐀡 Digital Assessment (website, google/GMB)

𐀡 Basic collateral design (handouts/flyers or digital ads)

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

𐀡 Social Media Training (Twitter, Facebook, Instagram or Google)

𐀡 Instagram Stories: Tips & Tricks

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

𐀡 Social Media photography tips

𐀡 Branding

𐀡 Photo session: Come take photos of my biz

𐀡 Adding a retail pop-up to your existing business

**General Business**

𐀡 Management Assistance

𐀡 Strategic Planning

𐀡 Growth Strategy

𐀡 Human Resources

𐀡 Staff Training

𐀡 Legal Assistance

𐀡 Contracting

𐀡 Real Estate Acquisition

𐀡 Technology

𐀡 Industry Specific Consultants

𐀡 Franchising

𐀡 Financial Assistance:

𐀡 Point of sale software

𐀡 Accounting

𐀡 Access to Capital/Loans

𐀡 Business valuation for sale

𐀡 Financial Needs Assessment

𐀡 Print advertising

𐀡 Website (new, or existing)

𐀡 Web sales

𐀡 Ecommerce: Ebay, Etsy, Amazon sales

𐀡 Government Assistance:

𐀡 Licensing & Compliance

𐀡 Regulatory Information

𐀡 Certifications (Clean Hands, CBE)

𐀡 Selling to the DC Government

**Design Assistance:**

𐀡 Signage and Awning

𐀡 Façade

𐀡 Windows

𐀡 Structural (roof, joists, etc.)

𐀡 Logo Design

𐀡 How Do I Look? Curb Appeal & Exterior Upgrades

𐀡 Retail Merchandising

𐀡 Window displays

𐀡 Retail Display (shelves/units)

Other assistance (please print):

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**Dupont Circle Main Streets**

**9 Dupont Circle, NW**

**Washington DC 20036**