

**Exhibit 1: Marketing Overview for Recovery Grants Program for Small Businesses and Non-Profits**

<b>Activity</b>	<b>Target Date</b>	<b>Status</b>	<b>Channel(s)</b>
Social Media Graphic	January 10 - ongoing	Design in progress	Facebook, Instagram, Twitter, NextDoor
Press Release	January 10 and 1 week before application closing	In progress	Joint Release between City and United Way
Radio Advertisements	January 24	In progress	To be determined
News Advertisements	January 24	In progress	WS Chronicle, WS Journal, Que Pasa
Mailer	January 24	In progress	Working with MapForsyth to identify addresses; direct mail

Other Notes:

- The City and United Way are targeting an application launch date of January 17, 2022.
- The City Council approved an action item for the administration of the Recovery Grants program by the United Way, which included a \$2,000 budget for the United Way to also conduct parallel marketing efforts through their network and normal public engagement efforts.
- Direct Community Agency support is also being utilized. The City is working with the Winston-Salem Black Chamber, Greater Winston-Salem, Inc., Forsyth Tech Small Business Center, and the Arts Council to market the recovery grant application process.
- The City and United Way will host an application day at a recreation center located in a QCT with a Winston Net lab. Because the application process occurs online, this event will allow anyone with access issues the opportunity to have access and assistance.