

Mason Square TDI Partnership Announce

Small Business Activation Grant

Mason Square TDI Partnership Announces \$200,000 Funding Award and Business Activation Grant for Small Businesses



Springfield, MA – The Mason Square TDI Partnership, a collaboration of community-based organizations, businesses, and residents committed to supporting equitable, sustainable, and economic growth in Mason Square, is excited to announce the launch of the **Mason Square TDI Small Business Activation Grant Program**. The program has received \$200,000 total in funding from MassDevelopment and the MassMutual Foundation to provide grants to small businesses, organizations, and groups in the Mason Square TDI District to support branding, marketing, and placemaking efforts.

The program's four main areas of funding support include Company Branding & Storytelling, Digital Media & Web Presence, Place-based Brand Design & Implementation, and Placemaking Design & Activation. The goals of the program are to elevate local business visibility in the district, increase customer traffic to Mason Square businesses and organizations, support local businesses' economic growth, and establish Mason Square as a more walkable, commercial corridor for Mason Square's neighborhoods, the City of Springfield, and the Pioneer Valley.

Grants from the program will range from \$1,000 to \$25,000, and all eligible small businesses within the Mason Square district are encouraged to apply. The grant program is an excellent opportunity for small businesses to receive the financial support and consulting services needed to increase their visibility and contribute to the economic growth of the community.

Grant Period:

June 26, 2023, to July 31, 2023, with awards being announced in early August. Businesses can learn more and apply at this link: <https://www.springfieldnhs.org/tdi-grant>

To ensure all eligible small businesses have an opportunity to apply and learn more about the grant program, information sessions provided by Springfield NHS will be held on the following dates:

Online:

- June 28th 11:00 AM & 4:00 PM (English)
- June 29th 11:00 AM & 4:00 PM (Spanish)
- July 5th 11:00 AM & 4:00 PM (English)
- July 6th 11:00 AM & 4:00 PM (Spanish)

In-person:

- July 12th 6:00 PM – 7:00 PM (English)
- July 13th 6:00 PM – 7:00 PM (Spanish)

Interested businesses can register for these sessions by contacting visiting:

<https://www.springfieldnhs.org/tdi-grant>. Additionally, the Mason Square TDI Partnership is committed to providing application assistance to all eligible businesses and will match businesses with an Advisor to provide guidance and assistance.

The Mason Square TDI Small Business Activation Grant Program is an exciting opportunity for small businesses to receive the support they need to grow and thrive. We encourage all eligible small businesses to apply and take advantage of this opportunity to contribute to the economic success of the Mason Square community.

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Springfield NHS is a member of the Mason Square TDI Partnership