



KENAI

City of Kenai | 210 Fidalgo Ave, Kenai, AK 99611-7794 | 907.283.7535 | www.kenai.city

Paul Ostrander
City Manager

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City of Kenai offers grants to help businesses with online marketing

KENAI, AK — As part of its ongoing effort to help local businesses get through the COVID-19 public health emergency, the City of Kenai is offering grants of up to \$1,000 each for individualized marketing and e-commerce development plans.

“The grant funds can be used to help build or redesign websites, develop systems for online sales, expand marketing on social media — whatever can help the business adapt, survive and, hopefully, thrive as the retail and service sectors have changed and will continue to change,” said City Manager Paul Ostrander.

The City is offering the grants to businesses located in Kenai, with at least \$10,000 in gross revenues in 2019 and which have been hurt by a loss of sales or changes in their operations due to the ongoing public health emergency.

“The plan will vary for each business, and how to use the money will be up to the business — not the City of Kenai,” Ostrander said.

The City Council has approved the use of up to \$50,000 in federal CARES Act money to pay for the marketing grant program. The marketing and online assistance is in addition to the City’s earlier grant program that disbursed more than \$2.2 million in CARES Act money to local businesses and nonprofits.

The City has contracted with Divining Point, which provides website and online marketing assistance for the City of Kenai, Kenai Peninsula Tourism Marketing Council, and other enterprises in Alaska and Texas.

Under the City of Kenai program, each eligible business will receive a grant covering the first \$1,000 worth of work with Divining Point. If a business wants to continue past the \$1,000, it is their decision.

Applications will be available online at the City of Kenai website on today, Aug. 13. The deadline for applications is 5 p.m. Nov. 6. Businesses must use up their \$1,000 grant by Dec. 30.

Businesses that received funds under the City’s earlier grant program are eligible for the marketing grant but will need to submit an application for the new program.

For more information, contact City of Kenai CARES Act Project Lead Larry Persily at 283-8226, lpersily@kenai.city.