



OFFICE OF THE ADMINISTRATOR

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September 29, 2021

To whom it may concern,

We launched the Worthington Small Business Assistance Grant (also called the CARES grant) ad campaign in the fall of 2020, as retail businesses struggled to recover due to COVID-19. The grant program was a collaboration between the City of Worthington and Nobles County. We wanted to ensure that everyone in our zip code knew about the grant, and aggressively sought to promote this to our community. With the Globe's help, we crafted a campaign to reach all business owners in Worthington.

The digital campaign created a brand for the grant offerings, made it clear that most area entities qualified, and directed people to apply online or call the City with questions. We got a lot of calls, and the campaign had an impressive .13% click-through rate (more than double the national average CTR of .06%). By the campaign's close, [we had received more than \\$1 million in requested funds from 188 local entities](#).

After applications were sorted through and [grants awarded](#), we still had funding left. [We opened the parameters of businesses that fit the description and extended the campaign](#). The extended campaign matched the brand & effectiveness of the initial campaign while changing color schemes to garner more attention.

In the second round of funding, [we awarded more than \\$400,000](#). By the end of the campaign, the City of Worthington and Nobles County had together awarded \$2.5 million total to 250 entities.

The Globe's digital campaign was flexible with our changing timeline and focus, and Globe staff worked overtime to communicate with our city. Because of the community-building nature of the grant campaign, the Globe offered to match funding for the campaign - doubling its reach in our community.

The best result of this campaign was, of course, [the benefit to the small businesses of our community](#). While we can't fully replace the traffic many of these entities lost, we were able to sustain most of the small businesses in our area, and got resoundingly positive reports as well as personal messages from our community. We're proud of the work we did, and we're grateful to the Globe for the eye-catching, far-reaching campaign that made certain our community learned about the grant and took the next steps to receive funding.

Cordially,

Steve Robinson, PE

City Administrator

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Initial Campaign

970x250:

<https://www.google.com/doubleclick/studio/externalpreview/#/aiaW3YmcTviYalKry4viVw>

300x250:

https://www.google.com/doubleclick/studio/externalpreview/#/DcAgTwQEQzGj68Fo_Ro5Tw

728x90: <https://www.google.com/doubleclick/studio/externalpreview/#/l9jKAq11R6uzvO87KlpK->

[g](https://www.google.com/doubleclick/studio/externalpreview/#/l9jKAq11R6uzvO87KlpK-g)

300x600

<https://www.google.com/doubleclick/studio/externalpreview/#/Gmxw02qASfSjKb-02iVD9w>

1550x90:

<https://console.adventive.com/ad/demohtml/f59bca19-65c8-40e6-adb1-267e191e72cf/0>

Extended Campaign

300x600: <https://www.google.com/doubleclick/studio/externalpreview/#/zhyKx-qQQHCLc-tHcZRhUg>

300x250: <https://www.google.com/doubleclick/studio/externalpreview/#/Hpbl6zJ9TZ-jSkXt5fQa3w>

728x90:

<https://www.google.com/doubleclick/studio/externalpreview/#/bsHAvJYKS1WXXQQ7QAS8rQ>

1550x90: <https://console.adventive.com/ad/demohtml/d6bae002-8a98-4736-9c68-a8618c63eefb/0>