Love Where You Launch Grant Award Guidelines

The Love Where You Launch Grant Award is a project-based grant designed to support fresh ideas, strategic expansions and innovative approaches that strengthen local business and drive economic growth in Morgan County. One small business or startup will be awarded $2,000 to support a defined project that drives growth, customer engagement and increased business visibility.

Award Structure

• Total award: $2,000

- $1,000 awarded upon selection
- $1,000 awarded upon completion of the approved project

Timeline & Recognition

• Application deadline is Monday, April 13, 2026

• Recipient announced at the Small Business Awards Celebration on May 13

• Project must be completed within 12 months of the award date

• A ribbon cutting or celebratory event will be coordinated upon project completion. The recipient agrees to participate in this event and allow the Chamber to highlight their business and project across its marketing channels.

Eligible Project Types

• Equipment or tools that support expansion

• Storefront or customer-facing improvements

• Marketing tied to a specific initiative or launch

• New product or service development

• Technology or systems that enhance customer experience

Ineligible Uses of Funds

• Payroll or salaries

• Rent, utilities, or general overhead

• Debt repayment

• General inventory without a defined growth initiative

Eligibility Requirements

• Operate your business within Morgan County

• Be a current Chamber member or plan to join prior to the application deadline

• Be a business generating $500,000 or less in annual revenue, or a startup/pre-revenue

Evaluation Criteria

Applications will be evaluated based on:

• Project Impact - Will this drive revenue, visibility or customer growth?

• Clarity & Feasibility - Is there a clear, realistic plan?

• Use of Funds - Are funds tied directly to the project and growth?

• Innovation & Initiative - Is this a meaningful next step or new idea?

• Business Readiness - Can the applicant successfully execute the project?

Project Requirements

• The proposed project must align with what is submitted in the application

• Any significant changes must be approved by the Chamber

• Funds must be used only for the approved project

Accountability

By accepting the award, the recipient agrees to use funds as proposed, complete the project within the stated timeline, and participate in Chamber recognition efforts. Failure to do so may result in forfeiture of remaining funds.