



Helping to Fund Your Business Growth!

Get **FREE Money** for your business

The Rutherford Town Rising (RTR) Small Business Digital Empowerment Grant, in partnership with the Town of Rutherfordton and Dogwood Health Trust, is excited to support local businesses in the RTR Downtown Rutherfordton District in their efforts to enhance their digital presence, increase e-commerce capabilities, and foster entrepreneurship.

This grant program aims to provide small businesses with the tools and resources necessary to thrive in the digital economy, through targeted support including online marketing/visibility, digital sales integrations, and entrepreneurship coaching.

PROGRAM OBJECTIVES

Enhance Digital Visibility: Help businesses build or enhance their online presence, whether through websites, social media marketing, or other digital platforms.

Enable E-Commerce Expansion: Provide financial support for integrating e-commerce capabilities, including website upgrades, e-commerce platforms, payment systems, and inventory management tools.

Foster Entrepreneurial Growth: Offer business coaching, local classes, and networking opportunities to ensure businesses have the skills to succeed.

Build a Local Digital Ecosystem: Create a sustainable and supportive digital ecosystem by connecting local businesses, digital experts, and local partners to foster long-term success.

WHAT QUALIFIES?

Funds can be used for:

- Website development or redesign
- E-commerce platform integration (e.g., Shopify, WooCommerce, etc.)
- Expansion of online capabilities (online booking/tickets, etc)
- Implementation of digital marketing options (SEO optimization, targeted ads, social media engagement, and customer retention tools)
- Expansion of technology use in-store (POS upgrades, digital checkout solutions, or inventory management systems)
- Professional services (e.g., digital marketing consultant, graphic design, SEO optimization)
- Entrepreneurial coaching or training programs related to digital business operations

IMPORTANT DATES & INFO

Application live February 25

Applications open through Dec 31, 2025

Applications are reviewed & awarded monthly
Funds must be used within 6 months of award

For additional requirements and information view full grant details online at explorerutherfordton.com/digitalempowerment

How to Apply

Businesses must apply online at explorerutherfordton.com/digitalempowerment