



MAIN STREET
C U M B E R L A N D
— M A R Y L A N D —

FY 2027 TECHNOLOGY ASSISTANCE PROGRAM

INSTRUCTIONS AND APPLICATION

Please direct completed applications and questions to:

Melinda Kelleher

Cumberland Main Street

57 North Liberty Street

Cumberland, MD 21502

301-759-6451

melinda.kelleher@cumberlandmd.gov

Total Available Funds: \$20,000

Grants will only be awarded to approved businesses meeting all requirements and located in the Main Street District in downtown Cumberland.

***DEADLINE FOR APPLICATIONS IS
TUESDAY, SEPTEMBER 15, 2026 AT 4PM***



TECHNOLOGY ASSISTANCE PROGRAM OVERVIEW

This program is open to businesses located within the Cumberland Main Street district. If you are unsure if your business is in the district, please contact Melinda Kelleher at 301-759-6451. Program funding may be used for technology assistance only. Eligible uses of grant:

- *Website – design, upgrades, audits, search optimization*
- *Social Media – creating new pages, page audits, content, blogging, ads, boosting*
- *AI – guidance on using AI to support and further your business*
- *Guidance on marketing, messaging, brand awareness, customer engagement*
- *Email marketing strategy (e-newsletters, etc.)*
- *Point of Sale hardware (new or upgrades)*
- Maximum funding per project will be based on the number of approved applications, but will most likely not exceed \$2,500.
- Businesses awarded a grant will be matched with a local vendor with expertise for your technology needs. Vendors will be paid directly by Cumberland Main Street.
- Businesses must have been open and operating since at least **February 1, 2026**.
- Applicant businesses must be in good standing with the State of Maryland and show proof of that standing. More information: <https://businessexpress.maryland.gov/manage/maintain-good-standing-status> and check your status here: <https://egov.maryland.gov/BusinessExpress/EntitySearch>
- Application period is Tuesday, August 25 through 4PM on September 15, 2026. Incomplete applications will be disqualified.
- Projects must be completed by March 31, 2027.

***NOTE: A submitted application does not guarantee funding. This is a competitive process with limited funding. If you have any questions prior to submitting your application, please contact Melinda Kelleher, Main Street Manager, at 301-759-6451 or melinda.kelleher@cumberlandmd.gov.**



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TECHNOLOGY ASSISTANCE PROGRAM GRANT APPLICATION

NAME: _____

BUSINESS NAME: (as shown on W-9)

BUSINESS ADDRESS: _____

PHONE: _____ EMAIL: _____

DATE OF YOUR BUSINESS OPENING: _____

AMOUNT REQUESTED: _____

Briefly describe your technology needs in the space below. Be specific.

(Attach an additional sheet if necessary).



TECHNOLOGY ASSISTANCE PROGRAM GRANT APPLICATION

Have you received grant funds from the City of Cumberland, the Downtown Development Commission, Cumberland Main Street or the State of Maryland before? ____YES ____NO (If yes, please list below with grant purpose, amount and year awarded).

List at least three measurable positive outcomes for your business that will result from this project:

Required attachments:

- Completed and signed application form
- Current W-9
- Proof of Good Standing with the State of Maryland (screenshot or hard copy of good standing record)
- If requesting funds for technology hardware, attach at least two quotes for the equipment you need. (This can be screenshots or hard copies of quotes).



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Public Information Disclosure

The City of Cumberland intends to make available to the public certain information regarding projects for which an application has been submitted. The information available to the public will include the information in this application as submitted or amended. This information may be confidential under Maryland's Access to Public Records Act. If you consider this information confidential and do not want it made available to the public, please indicate so in writing attached to this application. You agree that not attaching an objection constitutes your consent to the information being made available to the public and a waiver of any rights you may have under the Act regarding this information.

I have read and understand I have waived confidentiality of information as described above.

Applicant's initials _____

Signature

I hereby declare under penalties of perjury that all information submitted is to the best of my knowledge, accurate and true. It is expressly agreed that the grantee agrees to hold harmless the City of Cumberland and Cumberland Main Street from all claims of any nature, which may arise as a result of the Technology Assistance Program. I understand that failure to submit a complete application or the falsification of information contained within the application will result in my application being rejected and could result in me being required to repay any grant funds awarded through this program.

Business Owner Signature	Date
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Business Owner Signature	Date
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Please mail completed application to Melinda Kelleher, City Hall, Cumberland Main Street, 57 North Liberty Street, Cumberland, Maryland 21502 or submit in person at the Department of Community Development in the basement level of City Hall no later than 4PM on Tuesday, September 15th, 2026. If you have any questions, please contact Melinda Kelleher at 301-759-6451 or email at melinda.kelleher@cumberlandmd.gov