



E-COMMERCE GRANT GUIDELINES

Research shows more vibrant digital businesses in a community leads to higher median incomes and stronger communities. The Denison Development Alliance (“DDA”) created the E-Commerce Grant to encourage Denison businesses to improve their digital presence and ability to meet the increasing demand for online shopping, contactless transactions and delivery, and enhance digital marketing and promotion and build a stronger Denison!

This 75% matching grant will fund up to \$6,000 of an \$8,000 project. Funds may be used for the creation of a new website that will offer products and services to customers or to promote the products and services on an existing website. Businesses in Denison who offer products or services to the community and pay sales tax or hotel/motel tax to the City of Denison may be eligible for this unique grant. Business owners who apply will be in complete control of which online sales platform they use, which consultants they engage, and which digital advertising option they incorporate in the nine-month grant period.

To qualify, the business must meet all of the following criteria:

1. The business must submit a completed application, obtain approval and a beginning and end date from the Denison Development Alliance before requesting grant funds;
2. Business must pay sales tax or hotel/motel tax to the City of Denison;
3. The business must have a bricks and mortar presence, or be an authorized and qualifying home-based business;
4. Grant funds are typically for one website per business, unless there is an online presence for two websites with different web addresses that independently create their own revenue and sell different products or services through E-Commerce. For example, two grants may not be used for two website addresses where one simply forwards to another website/web address; however, two different websites owned by a single person/entity may qualify for two grants if each website offers different products/services and each creates its own revenue through E-Commerce;
5. The business must be a member in good standing with the Denison Chamber of Commerce;
6. The business must submit monthly reports during the nine-month grant period, which includes invoices, bills, receipts and proofs of payment (see Page 9); and
7. The business website must become or already be E-Commerce capable and accessible to the public during the grant period (e.g. products, services and/or menu must be available for online purchases).

This grant is for reimbursement of costs expended and not for upfront payments of services or costs. Proofs of payment must be produced for review of eligible reimbursements. The grant period may be suspended for good cause, but please reach out to the Denison Development Alliance for any such requests. All requests for reimbursement must be made before the end of the grant period. If you have any additional questions about qualifying, please feel free to reach out to us at 903-464-0883.

E-COMMERCE GRANT APPLICATION

APPLICANT:

Business Name _____

Business Address _____

Contact Person, Title _____

Contact Email _____

Contact Phone _____

GRANT REQUEST:

I am applying for the E-Commerce Grant which will provide a 75% matching grant of up to a maximum of \$6,000.00 for \$8,000.00 that I expend for the creation and/or promotion of my website so that I am E-Commerce capable.

My Scope of Work (see attached worksheet) Total Project Cost Estimate is \$_____.

SUPPORTING DOCUMENTS:

I understand that this grant application must also have the following completed documents attached:

- ☐ W-9
- ☐ E-Commerce Grant Baseline Evaluation
- ☐ Scope of Work Worksheet
- ☐ Proof of Chamber of Commerce Membership

AGREEMENT:

I understand that a monthly report will be required for nine months in order to track progress/business growth, that the monthly report(s) will include copies of paid invoices/bills being submitted for reimbursement as well as proofs of payment of the invoices/bills, and that the first monthly report is due on the first business day of the month that captures the entire prior month for which grant reimbursement expenditures have been approved and are being requested. For example, if a grant is approved on June 20th, the first monthly report will be due August 1st (or, if a weekend, the closest business day thereafter) for the prior full month of July. I further understand that subsequent reports are due on the first business day of each month thereafter and I agree that if I fail to submit two monthly reports when they become due within the nine-month grant period, the grant shall be deemed closed when the second monthly report is due and not submitted.

I understand and agree that the grant funds are reimbursements for services and costs expended and are not upfront costs. I agree to submit proofs of payment that accurately reflect the amounts that have been expended to create a website or promote an existing website. I agree that Denison Development Alliance does not own any of the content on the website, does not independently promote the website or any content contained therein, and has not participated in the creation or promotion of the website or any unauthorized posting of any unlicensed content that may be contained therein. I agree to hold Denison Development Alliance harmless from any claims, causes of action, lawsuits, cases and/or administrative proceedings that may arise from the creation, promotion, or posting of any unlicensed content, any content that violates copyright laws, any content that violates any federal or state law or any content that may not be owned or licensed by me; and I agree to indemnify the Denison Development Alliance if they are named in any proceeding, legal or otherwise in relation to my website or any content contained therein.

Signed: _____

Date: _____

Printed: _____

GRANT TIMELINE:

BEGINNING DATE: _____

FIRST REPORT DUE: _____

LAST REPORT DUE/END DATE: _____

QUESTIONS? Call 903-464-0883

SUBMIT APPLICATION TO: tbarney@denisontx.org or deliver to the Denison Development Alliance office located at 115 North Rusk Ave., Denison, TX 75020.

E-COMMERCE GRANT BASELINE EVALUATION

BUSINESS INFORMATION	
Name of Business:	
Address of Business (no P.O. boxes):	
EIN #	
DBA, if any:	
TX Comptroller Taxpayer ID #:	
Describe the products and/or services sold by the Business:	
Is this a home-based business?	
Do you have any other certificates or licenses necessary to do business in Denison? (e.g professional license, etc.)	
What is the Purpose for Requesting E-Commerce Grant Funds? (e.g. creation of website for selling products/services, promotion of products/services, increase search engine optimization, etc.)	
WEBSITE INFORMATION	
Name of proposed or existing website that will benefit from the E-Commerce Grant:	
If website already in existence, state for how long (in days, months, and/or years):	
Does your website include all original content or does it contain logos, graphics, and/or musical elements that may require a license?	

Do you currently own or license all content on the website (logos, graphics, music, etc.)? If not, please tell us your timeline or plan to own or license such content.	
Do you currently measure your website traffic?	
If yes, what specific information do you track? (e.g. number of transactions, number of unique monthly visits, busiest days of week, engagement or bounce rate, average length of time visitors stay on site, etc.)	
Does a third party track this information? If so, please state who performs these services.	
Do you have a mobile app? If not, is one planned for the future?	
Has your website been reviewed for Search Engine Optimization (SEO)? If so, when?	
WEBSITE PROMOTION	
Do you currently have an online presence other than a website? If so, where? (e.g. Facebook, Tiktok, Instagram, Twitter, Linked In, Yelp, Tripadvisor, etc.) Please list all.	
Have you claimed your online ID through Google Places, Google Business or other online business finders? If not, do you plan to do so?	
How much have you budgeted towards Marketing, Promotion, and/or Advertising? Please list amounts separately if different line items.	
Where do you currently market, promote your business or advertise? (e.g. radio, TV, Magazines, Newspapers, Billboards, Digital Ads, Social Media Boosts, Sponsorships, Email Blasts, etc.) Please list all.	

Is there a website that you plan to emulate? Please list website address:	
If you plan to use a consultant to help with your website creation, promotion and/or marketing, please list the name and email address:	
SCALING UP E-COMMERCE	
Does your current website have E-Commerce functionality?	
What software are you using for online transactions?	
Do you currently ship product? If so, where do you offer shipping?	
Do you charge for shipping, offer promotional or free shipping? Please explain.	
Do you have a dedicated space for shipping product or will you need to reconfigure or create space for an increase in shipping?	
What software are you using for shipping (e.g. labeling, postage, packaging, tracking, etc.)?	
Do you currently offer curbside pickup or local delivery? If through local delivery, who does the delivery?	
What software are you using for delivery services?	
If your business is a restaurant or sells food products, please answer the following: 1. Is your menu online and easily accessible? 2. Are customers able to order online? 3. Do you have contact-less payments? 4. Are you listed on Yelp, TripAdvisor or other “foodie” sites?	

5. Do you use a reservation system like Open Table or another site?	
What is/are your current limitations or hurdles to scale up for e-commerce (e.g. online security, online sales transactions, delivery/shipping, inventory control, etc.)	
How will you use the grant funds to scale up your E-Commerce?	

SCOPE OF WORK WORKSHEET

Business Name: _____

Contact Person and Phone Number: _____

Website Address: _____

WRITTEN SCOPE OF WORK (GOALS, ACTIONS, COST ESTIMATES):

GOAL:	What I am doing to accomplish this goal... (List actions, steps or milestones to reach goal)	Who is helping me... (Who is assisting – person, business or vendor?)	What is the estimated cost... (Be specific and include budget details)	My timeline... (Be specific)
1.				
2.				
3.				
4.				
5.				
TOTAL PROJECT COST ESTIMATE:			\$	
DUPLICATE THIS SHEET TO ADD MORE GOALS AS NECESSARY.				

MONTHLY REPORT on SCOPE OF WORK

REPORT # _____ of 9

Date: _____

Business Name: _____

Contact Person and Phone Number: _____

Website Address: _____

Reporting Period (Specify Month): _____

Name of Person Filling Out Report: _____

PROGRESS REPORT:

With which GOAL did you make progress?	What did you accomplish? (List actions, steps or milestones toward achieving goal)	Who helped? (Person, business and/or vendor)	Actual Cost? (List and attach copies of invoices/bills and proofs of payments)
TOTAL INVESTMENT being submitted for reimbursement this month:			\$

STATISTICS OVERVIEW:

Last Month		Current Month	
Number of unique or new visitors:		Number of unique or new visitors:	
Amount spent on advertising/marketing:		Amount spent on advertising/marketing:	
Total # of online transactions:		Total # of online transactions:	
Total amount of online sales:		Total amount of online sales:	

(Please make copies of this page for each monthly report and attach the requisite invoices/bills and proofs of payment before emailing to tbarney@denisontx.org or bringing into the Denison Development Alliance office at 115 North Rusk Ave., Denison, TX 75020)