

## E-COMMERCE BUSINESS ASSISTANCE GRANTS

The City of Williamsburg Economic Development Authority has set up an E-Commerce Business Assistance Grant Program to help facilitate technology access for the City of Williamsburg's private Businesses. The City is partnering with the Virginia Electronic Commerce Technology Center (VECTEC) at Christopher Newport University to assist businesses interested in building sales and increasing profits through e-commerce.



## SERVICES AVAILABLE THROUGH THE PROGRAM

### Web Site Design & Development

The process begins with a free consultation of your business during which VECTEC reviews your web site (if you currently have one), followed by the development of a site map and integration of new design, content and dynamic elements.

### Online Shopping Systems

Once you are ready to begin selling your goods and services online, VECTEC can help you set up a safe and secure online ordering system as well as help you integrate the look and feel of the web site with the online store. Custom databases are also available.

### Search Engine Optimization

A web site only works if your customers can find you. VECTEC will help you determine what key phrases to target, and modify your web site through a process called organic optimization.

## HOW TO APPLY

- Interested businesses please contact VECTEC at (757)594-7092 or email [WilliamsburgEDAGrants@vectec.org](mailto:WilliamsburgEDAGrants@vectec.org).
- VECTEC's client review interview process will determine eligibility – projects must be legal, ethical, and commercially viable, and project potential (job growth and retention, increased revenues) will be assessed.
- Each grant award is subject to the prior review and approval of the City of Williamsburg Economic Development Authority.
- Approved Williamsburg grant recipients pay their portion of the project cost at time of signing a Statement of Work.

## AVAILABILITY AND AMOUNTS

- Businesses must be located in Williamsburg, with no more than three physical locations in the City and no locations outside of the City, and must be for-profit.
- Grants are made on a first-come, first-served basis.
- Grants will cover 50% of the project cost to your business, on a dollar-for-dollar basis, with a maximum grant award of \$2,500.