



## Williamsburg eCommerce Program

### Overview

The Williamsburg eCommerce Grant Program is a joint undertaking by the Williamsburg Economic Development Authority and the City of Williamsburg that began in 2008. The EDA established the Program to help facilitate technology access for small, private businesses located exclusively in the City of Williamsburg. The City supplied start-up funding for the Program and continues to provide financial support.

### Grant Details

Projects for which grants are available include:

- Web Site Design and Development
- Online Shopping Systems
- Search Engine Optimization
- Other enhancements that increase traffic and commerce to business

Annual Maintenance or Service Fees (i.e. Internet Service Provider, Priority Listing, Domain Name, or Website Hosting Fees) are not eligible for grant funds.

### Grant Amounts

Grants are made on a first-come, first-served basis with a maximum lifetime grant amount of \$1,500.00

- Grants are matching grants equal to 50 percent of total cost of the approved project for Virginia-based providers.
- Grants are matching grants equal to 25 percent of total cost of the approved project for non-Virginia-based providers.

### Qualification Criteria

Businesses must be for-profit, have a current City Business License, and be located in the City of Williamsburg, with no more than three physical locations in the City, and no locations outside of the City. The same business may not receive more than one grant within a 12-month period.

### Approval Criteria

- Where the applicant has no presently existing web site, a new website must be established, or,
- The applicant's existing website must be enhanced to accept online payments, to offer online shopping (catalog or cart), or other clearly

identified enhancement to increase traffic and commerce to the business.

### **Acceptable Providers**

The primary physical business location of the website designer must be in the Commonwealth of Virginia and website design must be one of the designer's primary full-time business activities. No principal, officer or manager employee of the applicant may be a principal, officer, manager employee or investor in the entity employed to perform the services to be funded in whole or in part by the grant.

### **Requirement to Recognize the Williamsburg EDA on the Site's Home Page**

The home page of the Applicant's web site must recognize the Williamsburg Economic Development Authority by stating the following: "The Williamsburg Economic Development Authority <hyperlinked to <http://www.yeswilliamsburg.com>> provided grant funds for the development of this web site."

### **Application Process**

1. Applicant must first download and print the application.
2. Applicant contacts at least two website providers to get a minimum of two quotes for the work they want done.
3. Applicant completes, signs, and submits the grant application (including both quotes and indicating the chosen provider) via ONE of the following methods:
  - a. Email: [yamatsumoto@williamsburgva.gov](mailto:yamatsumoto@williamsburgva.gov)
  - b. Fax: 757-220-6104
  - c. Mail or In-Person  
Williamsburg Economic Development  
401 Lafayette Street  
Williamsburg, Virginia 23185
4. Williamsburg Economic Development staff will email notification to the applicant acknowledging receipt of their application.
5. Applications will be reviewed on a monthly basis by the Williamsburg Economic Development Office.
6. Williamsburg Economic Development staff will send an email to the applicant informing them of the decision. If approved, then the email is the authority for the applicant to begin work.
7. Website provider completes the project as quoted.
8. Applicant business pays the website provider in full and submits an invoice marked paid to the Williamsburg Office of Economic Development.
9. Williamsburg Economic Development staff will verify completion of the project as quoted and provide grant payment to the applicant business.



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# Williamsburg

Economic Development

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## eCommerce Grant Program Application

### Applicant

Business:

Business Address:

Contact person:

Phone:

Email:

Website Address (if applicable):

Current City of Williamsburg Business License?  Yes Please attach.

### Authorized Provider

Business Name:

Address:

Contact Person

Phone:

Email:

Website address:

### Project Summary & Costs

Written Summary of Proposed Work:

**\*\*Two** detailed quotes from two authorized providers for the proposed work must be submitted with this application.

Quoted Project Costs: \$\_\_\_\_\_

Grant Funds Requested: \$\_\_\_\_\_ (50% of total estimated costs up to \$1,500)

I hereby confirm that no principal, officer or manager employee of the applicant is a principal, officer, manager employee or investor in the entity employed to perform the services funded in whole or in part by the grant.

Initial \_\_\_\_\_

I agree to pay the entire project costs in full and to submit paid receipts to the Williamsburg Office of Economic Development in order to receive the approved grant reimbursement. I certify that, at the time of this application, none of the above quoted work has already begun. I agree to comply with all the requirements of the eCommerce Program. Furthermore, by signing below I approve the City of Williamsburg Economic Development Office to contact other City departments to ensure that my business is in good standing with the City of Williamsburg.

Signature \_\_\_\_\_ Date \_\_\_\_\_