



City of Thomasville Main Street E-Commerce Grant Program

Guidelines, Procedures and Application

I. INTRODUCTION

The E-Commerce Grant Program has been established to encourage business expansion and business retention by providing resources to business owners to invest in e-commerce as an additional revenue stream for brick and mortar downtown businesses. The E-Commerce Grant Program is administered by the City of Thomasville Main Street Office and is supported by a grant from the Georgia Main Street Innovation Grant Program, administered by the National Main Street Center, Inc. and funded by The Williams Family Foundation of Georgia.

II. PURPOSE

The purpose of the E-Commerce Grant Program is to provide a matching grant to downtown businesses for creation or improvement of their online presence. The widespread use of innovative information technologies has drastically transformed the business environment, with more and more consumers choosing to do business in an online environment. This program is designed to continue the vitality of the traditional brick-and-mortar distribution systems while also introducing (or strengthening) an e-commerce solution as a complimentary transaction channel to ensure that downtown Thomasville businesses remain competitive with other online businesses. Having an online presence allows businesses to enhance accessibility, garner a wider audience, build relationships and consumer trust, and enable effortless marketing.

III. TARGET AREA

The E-Commerce Grant Program is available to all downtown Thomasville businesses located in the Downtown Business Park District.

IV. ELIGIBILITY GUIDELINES

- The business must be within the City of Thomasville's Downtown Business Park District.
- The application must consider that software programs submitted should support brick and mortar operations. Applications will not be funded for businesses that move to an exclusive online format, as all eligible expenses must support business within a brick and mortar storefront.
- Eligible purchases must be made between the timeframe of March 2020 – November 2021 and submitted no later than December 1, 2021 for reimbursement.

Eligible Expenses for reimbursement are listed below, provided however, this is not an exclusive list:

- Website hosting fees;
- Comment Selling Applications;
- Domain fees for new websites;
- PayPal/Venmo/Square set-up for web-based software;
- Shopping cart software (Shopify, Ecwid, etc.);
- Point of Sale systems that are integrated with online shopping/ordering capability; and
- Pieces of technology that compliment an online program (i.e. POS processing plugins, etc.).

Ineligible Expenses for reimbursement are listed below, provided however, this is not an exclusive list:

- Any POS system that does not allow for local sales taxes to be collected;
- Software that will take a line of service out of a brick and mortar storefront and move it exclusively online;
- Facebook or social media boosts;
- Marketing software;
- Google or search software presence fees; and
- Computers, I-pads or laptops.

V. PROGRAM FUNDING

The program is a matching grant. All grant funds are allocated and administered by the Main Street Office based on the funds available and number of requests under consideration. The money is in the form of a grant, not a loan, and is available to each eligible business for a maximum funding of \$500.

VI. APPLICATIONS

- Only one grant application per business will be accepted within the eligible timeframe.
 - Exceptions will be considered in the case of a change of business owner.

VII. APPLICATION PROCESS

- **Applicant submits application.** Application can be picked up at the Main Street Office or online at downtownthomasville.com.
- **Review.** Projects/Applications will be reviewed by the Main Street Office.
- **Grant Approval.** Grant money will be paid upon completion of the project, once proper documentation is turned in to the Main Street Office, including all paid bills related to said project, documented with receipts/cancelled checks. If the application is approved for funding, a check will be issued to the recipient. (See attached W9.)

VIII. POST APPLICATION PROCEDURE

The E-Commerce Grant Program recipient will receive reimbursement for 50% (up to \$500) of the total cost of the approved E-Commerce Grant project. A check will be submitted to the business or organization who has paid for the expenses.



APPLICATION FORM FOR E-COMMERCE GRANT PROGRAM

NAME/BUSINESS NAME:

(Grant check will be made payable to the above name.)

PROPERTY ADDRESS:

DAYTIME PHONE NUMBER:

FEDERAL TAX IDENTIFICATION # _____

DETAILED OUTLINE OF DOCUMENTATION: (attach the following)

1. Proof of all purchases, documented with receipts/cancelled checks.
2. Use of submitted software program.

TOTAL COST OF IMPROVEMENTS: \$ _____

AMOUNT REQUESTED: \$ _____

I understand that in order for my request for matching funds to be approved, I must agree to work with and follow the recommendations of the Main Street Office. I also understand that monies are granted on a reimbursement basis; following completion of improvements to said business within a brick and mortar storefront. Applications not approved by the Main Street Office will not be funded. By execution of this Application and acceptance of a grant, if approved, Applicant agrees to indemnify and hold harmless City and its respective elected officials, appointed officials, agents, servants, board members, agents and employees from and against any and all suits, claims, costs, losses, and damages [including, without limitation, fees and attorney' fees (not only in connection with defending against any such claim, suit, cost, loss or damage, but also in connection with the enforcement of this indemnity and hold harmless provision of the Agreement), consultants, expert witnesses and other reasonable expenses of litigation] caused by or arising from or in connection with Applicant's use of the grant.

Signed: _____

Date: _____

To be completed by the Main Street Office:

Date Received: _____

Date Reviewed: _____

Date Approved: _____

Amount granted: \$ _____

Scope of Work:

Specific Recommendations:

Date Denied:

Reason(s) Denied:
