



E-Commerce Accelerator Incentive Matching GRANT APPLICATION

APPLICANT

Business Name _____

Business Address _____

Contact Person _____

Contact Email _____ Contact Phone _____

GRANT REQUEST

I am applying for the: Level 1 E-Commerce Launch Level 2 Amplify E-Commerce

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

I am requesting a \$_____ (maximum \$6000) grant. (use \$ from Scope of Work Worksheet)

I understand that a monthly report will be required, for six months, in order to track progress/business growth. I also understand that the monthly report(s) will include copies of paid invoices being submitted for reimbursement.

The first report is due on the last business day of the next full month following grant approval. For example, the first report for a grant approved on June 20 will be due July 31. Subsequent reports are due on the last business day of each month for six months.

SUPPORTING DOCUMENTS

Grant application must also have the following completed documents attached:

W-9

Digital & E-Commerce Baseline Evaluation

Scope of Work Worksheet

GRANT REQUEST and ALL DOCUMENTS MUST BE RECEIVED BEFORE APPLICATION IS REVIEWED.

SUBMIT TO: Apply@denisontx.org Or Deliver to 311 W. Woodard St., Denison, TX 75020

Signed: _____

Date: _____

Printed: _____



**E-Commerce Accelerator Incentive Matching Grant
Digital & E-Commerce Baseline Evaluation**

Website Information

My business has a dedicated website: YES NO

If yes, does the current website have E-commerce functionality? YES NO

What software(s) are you using for online transactions?

Are there website enhancements needed? YES NOT RIGHT NOW

If yes, what improvements are you considering?

Has your site been reviewed for Search Engine Optimization (SEO)? YES NO

My business has a mobile App: (this is different from a website) YES NO

An App is planned for the future YES NO

If your business is a restaurant:

Is your menu online and easily accessible? YES NO

Are your customers able to order online? YES NO

Do you offer contact-less payment for dine-in? YES NO

Are you listed on 'foodie' sites such as Yelp, TripAdvisor, etc. YES NO

Are you using a reservation system such as Open Table, other? YES NO

I have a way to measure website traffic: YES NO

If yes, what specific information do you track? Complete all that apply with current stats.

_____ Number of unique visitors last month _____ Busiest day of the week for online traffic

_____ Bounce Rate _____ Average length of time visitors stay on my website

_____ # of online transactions completed last month _____ Value of online sales last month

Anything else you want to share about your website or App?

Delivery / Shipping Capabilities

My business is currently handling shipping or delivery demands. YES NO # last month

I am currently offering Curbside pickup. YES NO # last month

I am currently offering local delivery. YES NO # last month

I need to reconfigure or dedicate space to handle an increase in shipping. YES NO

What software(s) are you using for shipping/delivery business? Example: labeling, postage, packaging, tracking, etc.

What is/are your limitation(s)/hurdle(s) to scaling up for e-commerce? (examples: online security, online sales transactions, delivery/shipping, inventory control, etc.)

PROMOTIONAL EFFORTS

These next questions help describe your business with regard to digital presence and marketing efforts.

Digital and Social Media

I have claimed my online ID through Google Places, Google My Business, and other online business finders.

YES NO NOT SURE

Social media platforms that I have business pages/channels/accounts with include:

Facebook	_____	# of page likes	Instagram	_____	# of followers
Yelp	_____	# of followers	YouTube	_____	# of viewers
Tik Tok	_____	# of followers	Pinterest	_____	# of followers
Twitter	_____	# of followers	SnapChat	_____	# of followers

Other _____

I would like to use more platforms than I currently have. YES PROBABLY NOT

Anything else you want to share about your social media efforts?

Current Status of Marketing/Promotions/Advertising

I currently have a dedicated budget for Marketing/Promotions/Advertising. YES NO

Approx. amount \$ _____ monthly

These funds are spent on: Check all that apply.

Radio	TV	Print/Newspaper	Billboards
Digital ads	Social media 'boosts'	Sponsorships	Email blasts

Other _____

CONSULTANT(S)

Grant participants, working with consultant(s) of your choice, will build a basic marketing kit to capitalize on new online opportunities for sales and promotions. DDA has confirmed interest and availability of the following consultants, or you can let us know who you will be working with to accomplish your goals.

Local Sociallight (contact Melanie Medina)

Undaunted Agency (contact Nate Essin)

Other (name and email) _____

EXAMPLES OF YOUR VISION

Please provide 2+ examples of other businesses you would like to emulate with your e-commerce.

1. Business Name: _____

E-commerce Address: _____

2. Business Name: _____

E-commerce Address: _____

3. Business Name: _____

E-commerce Address: _____

SCOPE OF WORK WORKSHEET

Completed worksheet must accompany the grant application.

Business Name _____ Contact Person _____

Written Scope of Work (Goals and Actions)

What I am doing ... (List the goal and describe how you plan to accomplish it.)	Who is helping me ... (Who is assisting – might be a person, a business, or a vendor)	What is the estimated cost ... (Be specific and include budget details)	My timeline ... (Be specific and include details)
GOAL 1:			
Actions - list the steps or milestones to get there:			
GOAL 2:			
Actions - list the steps or milestones to get there:			
GOAL 3:			
Actions - list the steps or milestones to get there:			
<i>DUPLICATE THIS SHEET TO ADD MORE GOALS AS NECESSARY...</i>			

Total cost of my project \$_____.

\$_____ of the project amount will be dedicated to *Preparation* for E-Commerce.

\$_____ of the project amount will be dedicated to *Promotion* of E-Commerce.

Educational Efforts – Topics that I am interested in through free or low-cost webinars and sessions: