



## 2017 Website Grant Program

### APPLICATION FORM

#### **HOW MUCH ARE THE GRANTS?**

Grants are provided on a 50/50 cost/sharing basis to a maximum of \$1,000.00 for new websites and \$500.00 for website re-design/improvement projects.

#### **WHO CAN APPLY?**

All member businesses within the North End BIZ boundaries. **A member business is defined as a business located within the North End BIZ (as defined by the City of Winnipeg BIZ by-laws) and that currently pays a levy to the North End BIZ.**

**Selection:** First preference will be given to member businesses who have never received a grant before. Second preference is given to member businesses that did not receive a grant in 2016. Remainder to be chosen by a lottery process.

**Criteria:** All applicants must be active member businesses of the North End BIZ. Members with home-based businesses or secondary businesses outside of our area are not eligible to apply. Improvement to websites can be graphic or functional. Samples of improving functions would include: Upgrading to a mobile-friendly platform; adding E-Commerce features such as: Shopping cart; Wish list; E-mail notification of order status; Product review and share with friend; Shipping: shipping discounts, fees by price or weight; Multiple images for each product and zoom in on products; Customer accounts; Analytics and reporting: track visitors, view customer profiles, track orders and sales, etc.

A formal quotation from a registered web design company must accompany your application. Further information may be required prior to consideration (if so we will notify you). All decisions by the Board Committee are final.

#### **WHEN CAN I APPLY?**

Immediately. Application deadline is April 30th, 2017. You will be notified by May 30<sup>th</sup>, 2017, if your grant has been approved.

#### **WHEN DOES THE WORK NEED TO BE COMPLETED BY?**

November 30<sup>th</sup>, 2017 is the deadline. Once your work has been completed, you must submit original paid invoices.

**A link to the website must be provided.** Grant cheques issued within 30 days of receipt of paid invoice(s).

\_\_\_\_\_ 2 pages, Turn over! \_\_\_\_\_

**YOU'RE ALWAYS  
WELCOME**

## APPLICANT INFORMATION

Name of Business: \_\_\_\_\_

Address: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Position/Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_

Email Address: \_\_\_\_\_

Proposed project: (please circle which applies)

New Website Launch

Website Re-Design/Improvement

**Attach quotation(s) to your application form. What is the total amount of your project?**

\$ \_\_\_\_\_

These grants are intended to assist our members to grow their businesses by improving their digital presence. It is the belief of the North End BIZ that our members can improve their businesses as well as draw additional business to the Zone with a strong, collective use of digital marketing.

Applicant's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please submit your completed application to: **Astrid Lichti** / Administrator/Grant Coordinator  
North End BIZ, c/o 994 Main Street, Wpg. MB, R2W 3P7, Phone: (204) 589-7359, Email: [cosmofl@mts.net](mailto:cosmofl@mts.net)