



## My Downtown E-Commerce Micro Grant

**Downtown Prince George** invites you to apply for the My Downtown E-Commerce Micro Grant program. In response to the impacts of the COVID-19 crisis, Downtown Prince George will be providing small micro grants to member businesses in support of their digital transition and/or growth. The grant will be available on a first-come, first-serve basis, allowing up to 10 eligible businesses to receive a grant of \$500 each.

Any business within the C1 zone that has a valid business license and is a member in good standing is eligible for a one-time My Downtown E-Commerce Micro Grant.

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### WHAT CAN I USE THE GRANT FOR?

Whether this is the first time you've thought about going digital, or you already have an online strategy, this grant can be utilized in a unique way by every business to best help them transition or grow their online presence. This might include:

- Setting up an online store
- Creating tools to provide your services online (ie video classes)
- Subscription costs for online tools or services
- Necessary equipment
- Staff training for digital technology
- Digital marketing (i.e. social media ads)
- Other digital growth needs

Not sure how you can use this grant? No worries. Call us and we will work to connect you to the resources that might help you.

### WHAT CAN'T I USE THE GRANT FOR?

- Purchasing unnecessary or expensive equipment, or repair of existing equipment
- Owner's salaries or salaries of existing employees
- Repayment of loans or past debts
- Unapproved purchases or expenditures

## **Application Process & Grant Eligibility**

Completed applications will be taken on a first come, first served basis. The program is reimbursement grant based, with each applicant being able to apply for funding for 100% of the approved expenditures up to a maximum of \$500 each.

Any business within the C1 zone that has a valid business license and is a member in good standing is eligible for a one-time My Downtown E-Commerce Micro Grant.

Proposal submissions must include a detailed description of your proposed projects/products and be accompanied by photographs or renderings of your planned expenditures. Eligible project/products components include but are not limited to the suggested list included in the guidelines.

Downtown Prince George member businesses can schedule a chat with Downtown Prince George staff to discuss your online goals and help plan the best use of your grant.

Once you are ready, please complete your application form here:

[E-Commerce Micro Grant Application Form](#)

*Applications must be submitted and approved by the Downtown Prince George staff prior to the onset of the micro grant project in order to be eligible to receive funding.*

Successful applications will be contacted by email within 5 business days of submitting their application. Prior to receiving their grant funds, successful applications will be required to sign a simple contract outlining their obligations – including providing receipts of their expenditures to Downtown Prince George.

**Applications will be accepted beginning on May 20th until the funding has been depleted.**

Contact Downtown Prince George for more information P: (250) 614.1330 E: [info@downtownpg.com](mailto:info@downtownpg.com)