



**Community Development Department**

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# E-COMMERCE ASSISTANCE FOR NORTHFIELD BUSINESSES

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The following is a technical assistance program that will be a sponsored effort led by the EDA with assistance from the Chamber of Commerce and Northfield Downtown Development Corporation.

## Sources of Funding

The EDA will fund the program in its entirety. The EDA will search for grant opportunities to assist with funding demands. Future programming beyond the initial rollout is yet to be determined.

- EDA – \$15,000 EDA Fund 292 Reserves

## Eligibility & Funding Breakdown

The COVID-19 pandemic has caused significant stress on Northfield businesses. The need for e-commerce platforms has become vitally important for businesses to compete in the current economic environment. However, many small businesses do not possess the time or skills necessary to launch a successful e-commerce platform. In some cases, e-commerce platforms may be cost prohibitive depending upon the scale of the business. The EDA could serve the role of providing the e-commerce platform through a technical assistance program. The following is a list of potential eligible businesses.



## **Community Development Department**

### Eligible Businesses

- Northfield Restaurants and Eateries
- Northfield Retailers

Business must demonstrate that they have been operational since January 1, 2020. The registered business address must be within Northfield City Limits.

Businesses with 20 or fewer full-time equivalent employees are eligible to receive a grant for 50% of costs associated with e-commerce investment with a max of \$1,500. Applicants must demonstrate how e-commerce is to be achieved, and applicant must cover all costs upfront. This a reimbursement program.

Reimbursement for previous investment in e-commerce tools is retroactive to March 15, 2020. Businesses can apply for reimbursement for previous investment. However, receipts and proof of investment are required when submitting application.

### Program Roll Out

The EDA will open an application period for a month starting June 1, 2020 and ending June 30, 2020. An application will be made available in advance for businesses to complete prior to open application period.

The Chamber of Commerce, NEC and NDDC will be instrumental in the disbursement of applications and program materials to eligible Northfield businesses.

This is a first-come, first-served program. Once all funds are utilized, staff will evaluate the need for further funding.

Selected businesses will receive notice from the EDA that they have been selected .The business shall enter into a contract that states the purpose of the award. In order to receive funds, businesses shall submit receipts to the EDA proving costs within 90 days of receiving approval letter.



# Northfield E-Commerce Grant Program

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## Application/Information

Business/Organization Name: \_\_\_\_\_

Property Address: \_\_\_\_\_

Business Owner: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

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

E-mail Address: \_\_\_\_\_

Have you utilized EDA Services in the past? \_\_\_\_\_

Do you have any existing online presence? \_\_\_\_\_

E-Commerce Investment Description

\_\_\_\_\_  
\_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_ What type of assistance is needed?

\_\_\_\_\_  
\_\_\_\_\_

Have you contacted a website developer for assistance? \_\_\_\_\_

Have you identified other assistance needs beyond E-Commerce? \_\_\_\_\_

If Yes, please provide a brief description of this need.

\_\_\_\_\_

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



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## Application/Information

### **Application Steps**

- Completed Application Form
- Notice of Award
- Grant Agreement Executed
- Present Proof of Investment for Release of Funds

For program questions, please contact:

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