

E-COMMERCE FUND GUIDELINES

Applications Due: October 24, 2020

Project Description

The Pictou County Regional Enterprise Network (PCREN) is launching an e-commerce fund to help small businesses create or enhance their digital presence. New online tools will enable local businesses to increase their visibility and competitiveness while minimizing the impact of COVID-19.

The Government of Canada, through the [Atlantic Canada Opportunities Agency \(ACOA\)](#), is supporting the project with a non-repayable contribution of \$40,000 from the [Regional Relief and Recovery Fund \(RRRF\)](#). PCREN has committed \$20,000 to the e-commerce fund for a total of \$60,000.

Businesses can apply to this one-time fund to develop a new website, enhance their current website, and/or to improve or implement an e-commerce site. All applications will be reviewed by the PCREN review committee.

The amount awarded to each business will depend on the number of applications. Submission of an application does not guarantee that funding will be provided. **Applications are due on October 24, 2020.** A second round of funding may be available if funds to be distribute remain after the initial call for applications is closed.

Eligibility

- Businesses who operate in Pictou County
- Business must be registered with the Nova Scotia Registry of Joint Stock Companies

Ineligible

- Not for profit organizations (*Exception: The not for profit demonstrates that it is representing a group of businesses or is a social enterprise.*)
- Direct Sales companies/ Multi-level Marketing. (For example: Scentsy Canada, Mary Kay, Zya Activewear, Tupperware Canada, Younique, AVON)

Funding

- Amount of funds are allocated at the discretion of the Program Review Committee based on the maximum amount under the program, available funds, and the scope and nature of each individual application.

Eligible activities include, but are not limited to the following categories

- E-Commerce
- Web development
- Online integration of logistic and shipping

Ineligible activities

- Staff hours
- Annual maintenance or service fees (i.e. Internet Services, Domain Name, or Website Hosting Fees)

Funding Conditions

A further interview may be required before a funding decision is made. If your application is approved, you will receive a letter outlining the terms and conditions of funding. Funding recipients must meet the following conditions:

- Contributions must be used for the activity as described in the application. Funds will be distributed directly to the contractor that is selected by the business from a list of available contractors provided by the PCREN or another approved contractor.
- The PCREN must be notified in advance of any changes in the activity, including start and end dates, location, or any other significant changes.
- Successful applicants must submit their final report within 60 days of the project end.
- Funds awarded may not cover all associated costs for this project.

Contact

- If you have questions before submitting your application, please contact Heidi Sinclair.
- Email: heidi.sinclair@pcren.ca Phone: (782) 440-3480

Applications are to be submitted by email to heidi.sinclair@pcren.ca.

Applications are due on October 24, 2020.

FAQ:

How much funding will we receive (if approved)?

The amount of funding that will be received will be based on the number of applications received, as well as contractor cost to complete the project.

How will a contractor be chosen?

The PCREN will work with successful applicants to choose a contractor for the work outlined in the application. This will be from a list of pre-approved contractors.

**PICTOU COUNTY
REGIONAL ENTERPRISE
NETWORK**

E-COMMERCE FUND APPLICATION

Applications Due: October 24, 2020

Business Information

Company/Business Legal Name:

Address:

Town:

Province:

Postal Code:

Phone Number:

Email:

Is your business registered with the Nova Scotia Registry of Joint Stocks Companies? Yes No

If yes, please provide your NS Registry of Joint Stocks Registration Number.

Application Contact Information

First Name:

Last Name:

Position Title:

Phone Number:

Email:

Location of your Business

Municipality of Pictou County

New Glasgow

Pictou

Pictou Landing First Nation

Stellarton

Trenton

Westville

Other

Is your business part of a franchise? Yes No

What percentage of your operations are based in Pictou County? (estimated)

What year was your business established?

In addition to the owner/operator - How many employees do you have?

Part time

Full time

What percentage of sales (estimated) occur within Nova Scotia?

Business Classification

Agriculture, forestry,
fishing, and hunting

Mining, quarrying and oil and
gas extraction

Utilities

Construction

Manufacturing

Wholesale trade

Retail trade

Transportation and
warehousing

Information and cultural
industries

Management of
companies and
enterprises

Administrative and support,
waste management and
remediation services

Educational services

Health care and social
assistance

Arts, entertainment, and
recreation

Accommodation and food
services

Other services (except
administration)

Public administration

Do you currently have any of the following? (Please choose all that apply)

Website

E-commerce site

If you selected any of the above, please provide URLs to the sites.

Have you already started the work on the project that you are applying for funding?

Yes

No

Name and Description of the Project

Describe how this project will enhance your business and what success of this project will look like for you:

Total Anticipated Cost of the Project (if known): \$

Are you already working with a web design company? If yes, please provide the company name.

Are you receiving funding from another organization for this same project?

Yes No

If yes, who

I have carefully read the application guidelines and eligibility criteria for this program, and confirm that the organization, group or consortium I represent meets the eligibility criteria.

- I will act as the representative of the organization, consortium or group and will keep all participants informed of the application content and any funding decision.
- I agree to work with PCREN on choosing a contractor and the distribution of funds to the contractor for services given.
- I agree to work with a contractor to complete the work funded.
- I understand that my application submission does not constitute a guarantee of funding.
- I accept all of the declaration statements above that are applicable to me as an individual application or as a representative of an organization, consortium or group.
- I understand that not accepting these statements as true will affect eligibility for this funding application.

Name **Title (if applicable)**

Signature **Date**

*Electronic Signature is acceptable. **Send your completed application form to: heidi.sinclair@pcren.ca.**