

Grant Requirements

Please note that all eligible costs must show a direct tie into implementing an improvement of a digital-ecommerce plan (anything related to marketing or advertising).

Anything that is not tied to directly selling products or services online will not be an eligible expense.

Eligible

- Costs related to the implementation or improvement of a digital e-commerce plan (e.g. online reservation/booking tools, online ordering systems, electronic payments)
- E-commerce software including:
 - Software to track and manage product inventory, as well as fulfill and ship orders
 - Software for product databases
 - Software to track sales, market to customers, offer discounts, maintain a loyalty programs
 - Software to simplify marketing
 - Cyber Security software or certifications
- Hardware and accompanying software (E.g.POS)
- Costs related to website search optimization
- Costs related to the installation of an e-commerce platform (including subscription fees/costs)
- Costs of back-office solutions to support an e-commerce strategy
- Costs of social media advertising
- Costs related to the creation of customer databases
- Hiring a consultant/agency to execute Digital Marketing initiatives related to your e-commerce store
- Development of new e-commerce website
- Upgrading existing e-commerce site for added functionality (i.e., new plugins, or features)
- Software required to implement e-commerce solution
 - Note: all software must be directly tied to the selling of goods and services online, and you will need to clearly outline this in your submitted plan.
- Signage and printing
- Logo redesign and rebranding
- Office Software (e.g., Microsoft Office, iWork, Google Workspace, etc.)
- Renewal of digital services such as domain name, software subscription etc.
 - This includes existing e-commerce subscriptions.
- Non-Profits
 - Functional Costs, Development Costs
 - E.g Advertising Costs, Fundraising Events, Volunteer Recruitment
 - Community Fundraisers, any expenses associated with advertising for fundraising events, such as postage and printing.

Ineligible

- Costs of connectivity
- Costs related to the shipping of goods purchased through the e-commerce platform
- Purchases made prior to grant approval
- Business owner or current employee's salaries for executing the project
- Costs of land, building or vehicle purchase
- Depreciation or amortization expenses
- Monthly mortgage, loan and/or rent payments
- Refinancing of an existing debt
- Losses on investments, bad debts, and any other debts
- Inventory and supplies