



Prescott and Russell E-Business  
**GRANT PROGRAM**  
**GUIDELINES**



**ECONOMIC DEVELOPMENT  
AND TOURISM**

## Prescott and Russell E-Business Grant Program Guidelines

The Prescott and Russell E-Business Grant Program has been created to help business owners adapt and enhance their online sales process by incorporating a sustainable e-commerce solution into their business.

### Who Can Apply?

Prescott and Russell business owners who are researching e-commerce platforms to enhance their online business activities may apply for up to \$1,000 toward the implementation of their chosen e-commerce solution.

**Note:** The electronic solution must be a transactional solution.

### Eligible Projects are:

- New and improved e-commerce websites and shopping cart solutions that help the business facilitate online transactions for their customers.
- An e-commerce solution that moves customers away from paying by e-transfers.
- Delivered by contracted service providers, external to the applicant, and will result in a functional online store, webpage or sale process.
- Implemented and paid for, between March 15 2020 and June 30, 2021.

### Eligible Costs include:

- Development, enhancement and expansion of an online marketing/sales platform;
- Domain acquisition, hosting fees, initial or start-up licensing/ subscription fees;
- Graphic design and digital marketing assets necessary to design, enhance, and promote a professional online store, such as professional product images or paid
- Advertising to promote the new e-commerce capabilities.

## General Conditions

### The Applicant Must:

- Be a legal entity/operating business in Prescott and Russell
- Be the majority shareholder if the business is a corporation
- Maintain a separate business bank account, follow government rules and regulations for operating a business in Ontario
- Be a Canadian citizen or permanent resident
- Be over 18 years of age
- Provide a copy of one of the following pieces of identification:
  - Birth certificate, passport, driver's licence
- Provide a copy of one of the following business records:
  - Master Business Licence
  - Federal Business Identification Number (HST/Payroll account)
  - Articles of Incorporation

The individual who signs the application form must be a person who is authorized by the legal entity to sign the form on behalf of the legal entity and to bind the legal entity to the contents therein.

### What types of businesses are ineligible?

Businesses that are not eligible for funding include those that are:

- Franchises, commissioned sales and distributorships
- Not-for-profit or charitable enterprises
- Multi-level marketing ventures
- Single event organizers

### What types of projects are ineligible?

Projects that are not eligible for funding include those that:

- Support ongoing operating costs associated with carrying out business.
- Are being funded by other government programs for similar activities.

### Can I submit more than one application?

No. Applicants may be approved for one project only.

### How do I submit an application?

Applicants may apply for a Prescott and Russell E-Business Grant up to \$1,000 through an [online application form](#).

### How will I be notified of funding decisions?

The applicant will be notified by email once an application has been reviewed and a decision has been made.

### There are two possible outcomes:

1. The application is approved - the applicant will receive a notification of approval and details for next steps.
2. The application is declined - the applicant will receive a brief explanation for the decision.

### Evaluation

Applications will be reviewed and assessed on a first-come, first-served basis. Applications will be submitted to an evaluation committee following a transparent process.

### When is funding paid?

Approved funding is paid after the successful applicant has:

- a) incurred and paid for expenses, until June 30, 2021 ;
- b) implemented a functional and transactional e-commerce solution.

When project requirements have been met, the applicant can submit an Expense Claim.

Before receiving a grant payment for expenses paid - all Expense Claims, supporting documentation and proof of payment receipts must be emailed to: Geneviève Bougie at [gbougie@prescott-russell.on.ca](mailto:gbougie@prescott-russell.on.ca) for verification and confirmation that a suitable e-commerce solution has been implemented.

You will receive an acknowledgement of receipt within three days of sending a refund request.

### Request for reimbursement

#### What your Expense Claim package must contain:

- Confirmation the e-commerce solution has been implemented;
- Copies of all paid invoices;
- Proof of payment receipts;

Proof of payment must verify who paid, who received payment, the amount and date of the payment.

**Examples of proof of payment may be:**

- Copy of front and back of cancelled cheque;
- Electronic image of processed cheque;
- Statement from banking institution indicating to whom the processed cheque was written, or electronic payment made, and for what amount;
- Credit card or debit card receipts or statements clearly identifying amounts and to whom the payment was made (please blackout any unrelated information);

**How is an Expense Claim submitted?**

Expense Claims should be emailed to Geneviève Bougie at [gbougie@prescott-russell.on.ca](mailto:gbougie@prescott-russell.on.ca) no later than June 30, 2021. PREDT reserves the right to request additional information from the applicant that is deemed necessary.

### PRIVACY POLICY

Prescott and Russell Economic Development and Tourism (PREDT) office is committed to protecting your Personal Information, which protection is regulated by the Act. We may collect your Personal Information from time to time, including the Personal Information obtained prior to, at the time, and following the date hereof, to assist in the delivery of providing business support services offered to you. We may provide your Personal Information to Community Partners assisting with grant program delivery. PREDT does not sell or release Personal Information to any third parties, except as set out herein, or unless required at law. If you have any questions or concerns regarding this privacy policy, please direct them to the Director- Economic Development and Tourism at 613-675-4661 x 8100.

### DISCLAIMER:

All consultations are kept strictly confidential. The PREDT has or will provide you with free information resource service, which includes the provision of information, documentation and publications (the "Information"). The information is for general guidance on your business venture. The PREDT has not provided you with any form of legal, accounting, tax or other professional advice regarding your business venture and the information should not be used as a substitute for consultation with professional accounting, tax, legal or other competent advisers. Before making any decision or taking any action regarding your business venture, you should consult a professional adviser.

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For more information, please contact:

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**Thanks to our partners**

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