



## COVID Adaptability Website Grant

During these unprecedented times businesses around the area have had to adapt to new methods of commerce. Bay City businesses have shown great resilience in the face of the Corona Virus, but the Bay City Community Development Corp, Main Street Program, and the City of Bay City want to help businesses do more.

The COVID Adaptability Website Grant is available to assist businesses in constructing a website for online presence OR improve an existing website for online visibility. Ideally, the website would improve commerce, expand the sales area of the business, and generally establish more of an online presence with the overreaching goal of e-commerce.

This reimbursable grant is available in amounts up to \$5,000.00 depending on the business's needs. Applications will be considered in the order they are received. One grant per business.

Funds MUST be spent by December 15, 2020.

Contact the BCCDC or Main Street office for additional information

1112 7<sup>th</sup> St, Bay City, TX 77414

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## COVID Adaptability Website Grant Application

Name of Business	
Type of Business	<input type="checkbox"/> Proprietorship <input type="checkbox"/> Corporation <input type="checkbox"/> LLC <input type="checkbox"/> Partnership
Business Owner	
Contact Name	
Title	
Phone	
Address	
Current Website (if applicable)	
Grant Amount Requested	\$
Quote and applicable Assumed Name Certificate attached?	

Brief outline of website needs, design, intended outcomes:



Which website designer are you retaining for the work? Are they locally or regionally based? Please attach quote for requested work

How will this grant help your business adapt to the post COVID-19 business environment?

In order to receive reimbursement, applicant must provide application, receipts, and cleared check copy.



## Section 1. Sponsor

Bay City Community Development Corporation (BCCDC)

## Section 2. Goals of Program

- To serve as an arm of our Business Retention and Expansion mission as set forth in our 2019 Goal Setting Session.
- To help further establish existing businesses so that they continue business in Bay City.
- To combat the negative impacts that the COVID-19 pandemic has put on our businesses.
- To encourage the resiliency and adaptability of our existing businesses.
- To encourage the utilization of e-commerce by our local businesses

## Section 3. Grant Type

Grants provided are Reimbursement Grants, such grants being a cash match for funds disbursed by an Applicant and are in the amounts not to exceed \$5,000.00. In-kind contributions may not be used as a part or whole of an Applicant's match. Only Applicant's cash expenditures may be reimbursed.

## Section 4. Funding Cycle

Funding cycles shall be October 1, 2020 through December 1, 2020. Upon depletion of those funds, BCCDC will be under no obligation to fund additional grants. Likewise, BCCDC is under no obligation to establish future cycles.

## Section 5. Eligibility

1. Any new or existing business within the Bay City City Limits.
2. Business facilities solely serving as a residence are not eligible.



3. Business facilities and/or properties which have outstanding financial obligations to the City of Bay City, such as liens, court fines, city utility bills, or delinquent property taxes are not eligible.
4. Business facilities and/or property owners which have an ongoing lawsuit or are in any way parties to litigation against the City of Bay City are not eligible.

## Section 6. Type of Grants

**Website Development:** Complete construction of a website.

**Website Update:** additions to an existing website

## Section 7. Guidelines

1. Proof of ownership will be required of Applicants operating a business in an applicant owned facility.
2. Development and improvements shall be made in accordance with project outline specifications, and/or information provided in the application, such having been previously approved by City of Bay City. Failure to do so will render the Applicant ineligible to receive grant funding. Modification of monetary value (if you applied for the lessor grant but want to apply for the full amount) must first receive the written approval of the BCCDC or its designee. Failure to do so will likewise render the Applicant ineligible for grant funding.
3. Upon approval of a grant application, and during the implementation of the improvements, a representative or representatives of the BCCDC shall have the right of access to inspect the work in progress.
4. Payment to the website designer may not commence prior to having received written approval for a grant from the BCCDC.
5. Preference will be given to applicants that utilize local vendors.



6. In order to be eligible to receive the grant funding, design, implementation, and payment related to the grant must be completed by December 15, 2020 .

## Section 8. Application & Approval

1. Applications must be made on a form provided by the BCCDC and may be obtained at BCCDC offices, 1112 7<sup>th</sup> St, Bay City, TX 77414.
2. Applications will be considered on a monthly basis so as long as funding is available. Grant awards are contingent upon available funding in the budget. Each applicant will be considered in the order received following evaluation criteria in Section 9.
3. One (1) original and one (1) copy of an application must be submitted.
4. BCCDC reserves the right to utilize whatever outside resources it deems necessary for assistance in its decision-making process.
5. Applicants will be notified via email of the BCCDC's approval or disapproval of an application.
6. BCCDC may award an Applicant a grant with certain provisions, conditions, or other requirements as it may from time to time deem appropriate.
7. BCCDC reserves unto itself the absolute right of discretion in deciding whether or not to approve a grant relative to this application. The Applicant accepts that all decisions relating to the award of grant funds involves subjective judgments on the part of the decision-making entity related to the aesthetics of the proposed project and the granting of award funds for said project.
8. BCCDC reserves the right to waive any requirement(s) herein contained, and/or add any requirements it deems appropriate in making its determination of approval or disapproval of a grant application.

## Section 9. Evaluation Criteria Standards

The following factors shall be considered in determining whether or not to award a grant:



**Business Impact:** Development or improvement to the website must be done with the goal of increased online presence, e-commerce, and expanded trade area in mind.

**Economic Impact:** The adaptability and resiliency of the business should be increased with the grant funding.

## **Section 10. Funding**

1. Funding will only be provided on a reimbursement basis upon the completion of the project in accordance with Section 7 above and following verification by BCCDC that the website is publicly viewable and operable at the link provided by Applicant
2. Applicant shall provide the BCCDC with written notification of project completion. Such notification shall include a letter signed by the Applicant stating that all development and improvements have been completed in accordance with the application and/or approved modifications, and that full payments have been made for all labor and costs involved in the project. Also included in such notification shall be such documentation, such as, but not limited to, paid receipts for costs and labor, project photographs, or any other items the BCCDC may reasonable deem necessary for determining the successful completion of the project.
3. Upon receipt of a notification of completion, a website inspection shall be made by a representative or representatives of the BCCDC to confirm completion in accordance with the application and/or approved modifications, such inspection shall not be considered in any way as a reflection of the BCCDC's approval on the quality, functionality or reliability of the improvements, such being the sole responsibility of Applicant.

## **Section II. Project Review**



BCCDC staff will review all applications and shall forward complete applications on to the BCCDC Board for approval or disapproval. BCCDC will set the budgetary allocations.

#### **Section 12. Amendment**

The BCCDC Board of Directors reserves unto itself the right to amend these Guidelines and Criteria as it may from time to time find desirable.