Rural Oxford Economic Development

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Rural Oxford E-Business Grant Program Guidelines

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

Who Can Apply?

Rural Oxford business owners who are researching e-commerce platforms to enhance their online business activities may apply for up to $1000 toward the implementation of their chosen e-commerce solution.

A Rural Oxford business is located in Blandford-Blenheim, East Zorra-Tavistock, Norwich, South-West Oxford and Zorra Townships.

Eligible Projects will be:

- New and improved e-commerce websites and/or 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-transfer
- Delivered by contracted service providers, external to the applicant, and will result in a functional online store, webpage and/or sales process
- Implemented and paid for, between March 15 and December 15, 2020

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

Address
30A Metcalf St,
Woodstock, ON, N4S 3E7

Phone
226-289-2437

Email
ronda@roedc.ca

Website
www.roedc.ca

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Terms & Conditions

The Applicant Must:

- Be a legal entity/operating business in Rural Oxford
- 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 license
- Provide a copy of one of the following business records:
    - Master Business License
    - 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/or distributorships
- Not-for-profit or charitable enterprises
- Multi-level marketing ventures
- Single event organizers

Please Note: Applications will be reviewed and assessed on a first-come, first-served basis. Grant applications are subject to review and follow-up by Rural Oxford EDC Staff and Community Partners (Community Futures Oxford & Tourism Oxford).

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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, such as the Canadian Agriculture Partnership's Agri-Food Open For Business Grant Program

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 Rural Oxford E-Business Grant up to $1000 through an online application form. This Program Guideline document and a link to the online application form will be provided to eligible applicants following an initial discussion with Rural Oxford EDC, Community Futures Oxford or Tourism Oxford (Community Partners on this Program).

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

When is funding paid?

Approved funding is paid after the successful applicant has a) incurred and paid for expenses, and b) implemented a functional e-commerce solution. When project requirements have been met, the applicant can submit an Expense Claim.

Prior to receiving a grant cheque to reimburse expenses paid- All Expense Claims, supporting documentation and proof of payment receipts must be emailed to

Ronda Stewart at ronda@roedc.ca for verification and confirmation that a suitable e-commerce solution has been implemented.

If you do not receive an acknowledgement email within three days of submitting an application, Expense Claim, supporting documents or proof of payment receipts by email, please contact Ronda Stewart by calling 226-289-2437.

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 receipt or statement clearly identifying amount and to whom the payment was made (please blackout any unrelated information)

How is an Expense Claim submitted?

Expense Claims should be emailed to Ronda Stewart at ronda@roedc.ca no later than December 15, 2020. Rural Oxford EDC reserves the right to request additional information from the applicant that is deemed necessary.

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PRIVACY POLICY: Rural Oxford Economic Development Corporation 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 the delivery of providing business support services offered to you. We may provide your Personal Information to Community Partners assisting with grant program delivery. Rural Oxford EDC 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 Executive Director- Economic Development Officer at 226-289-2437.

DISCLAIMER: All consultations are kept strictly confidential. Rural Oxford EDC 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. Rural Oxford EDC 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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